



Ice-cream and
Frozen confectionery

Vol. 24 - 1971-72

ICE CREAM AND FROZEN CONFECTIONERY

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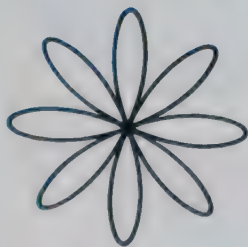
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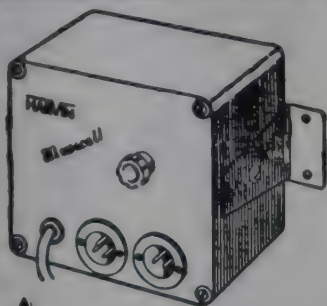
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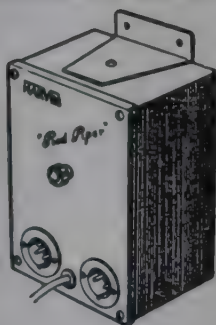
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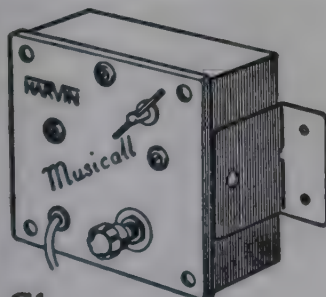
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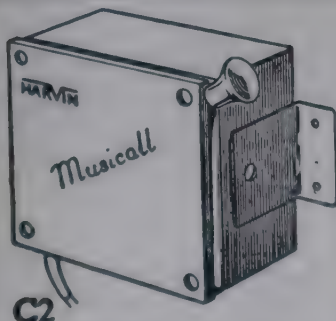
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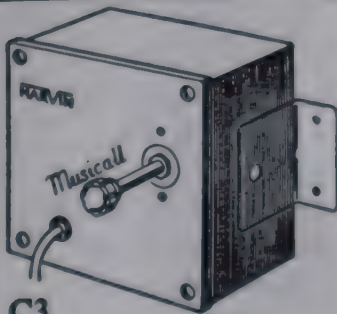
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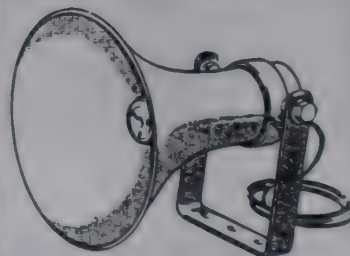
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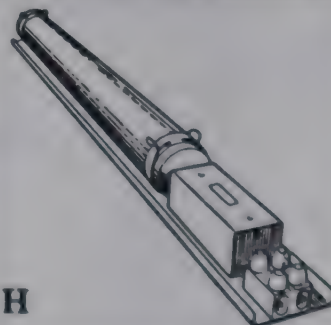
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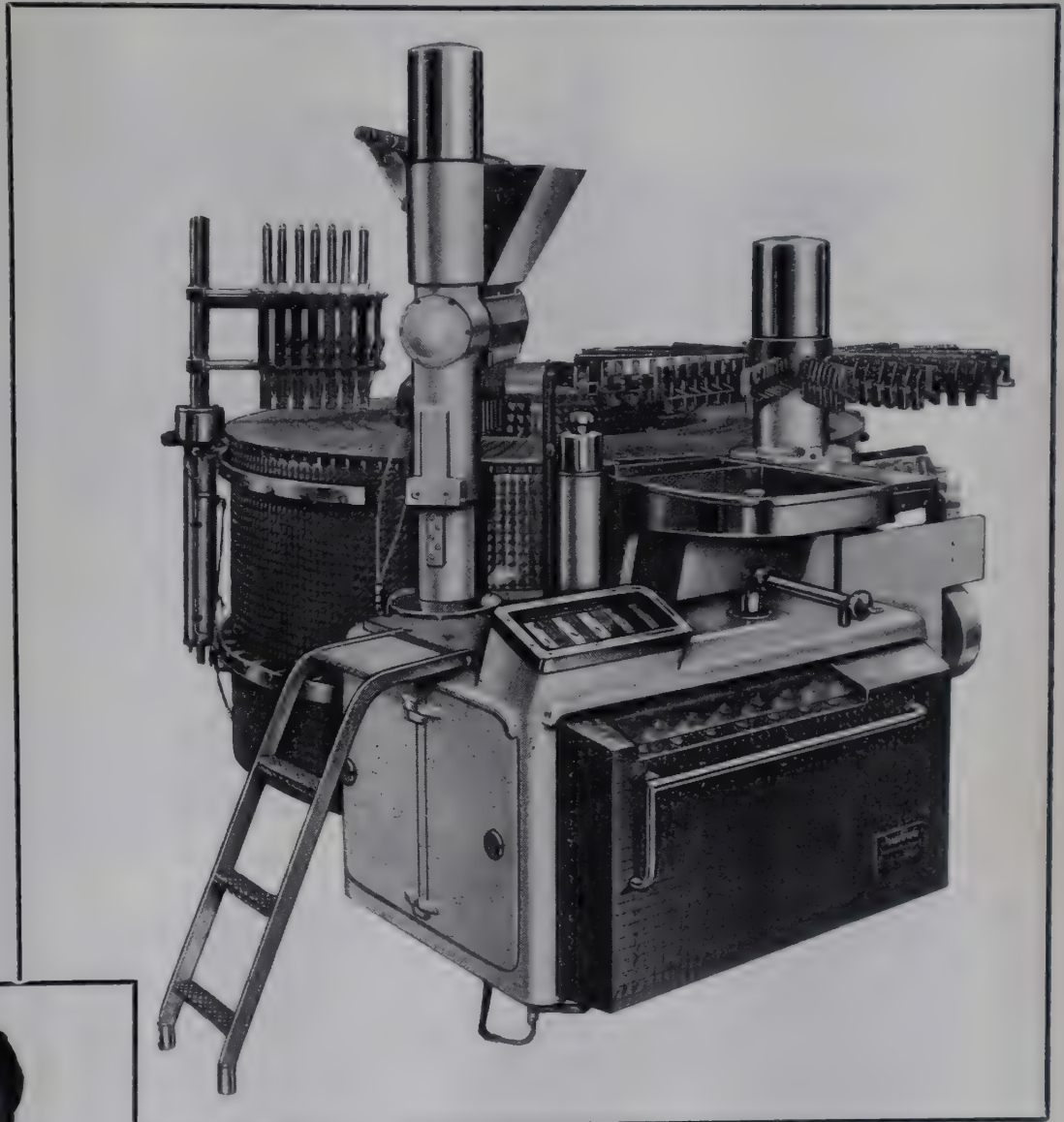


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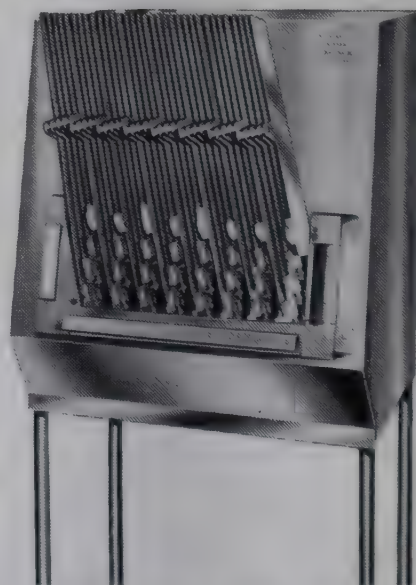
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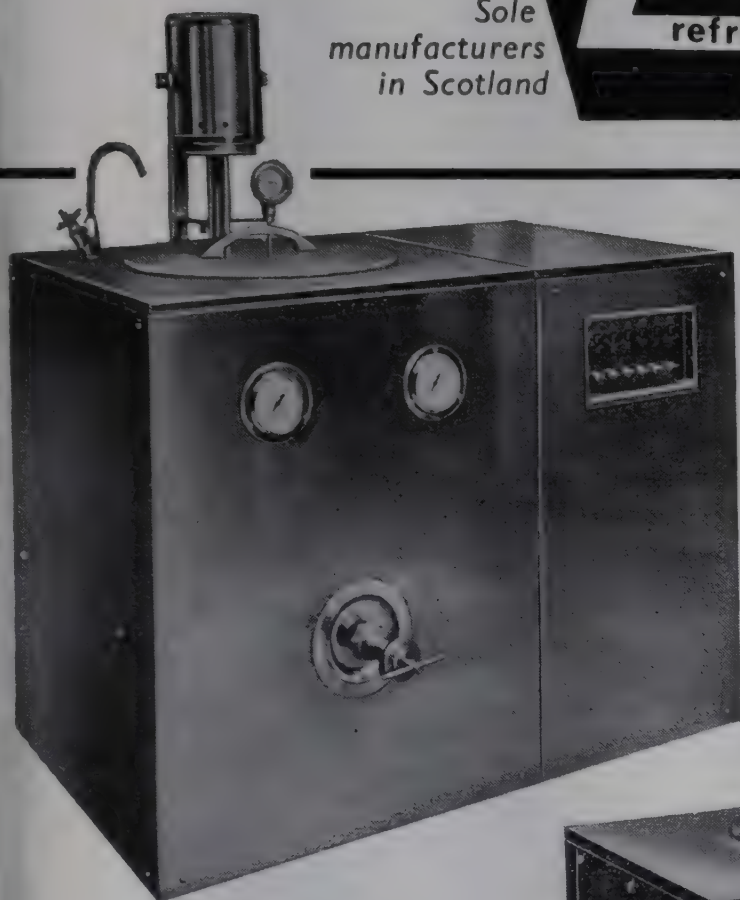
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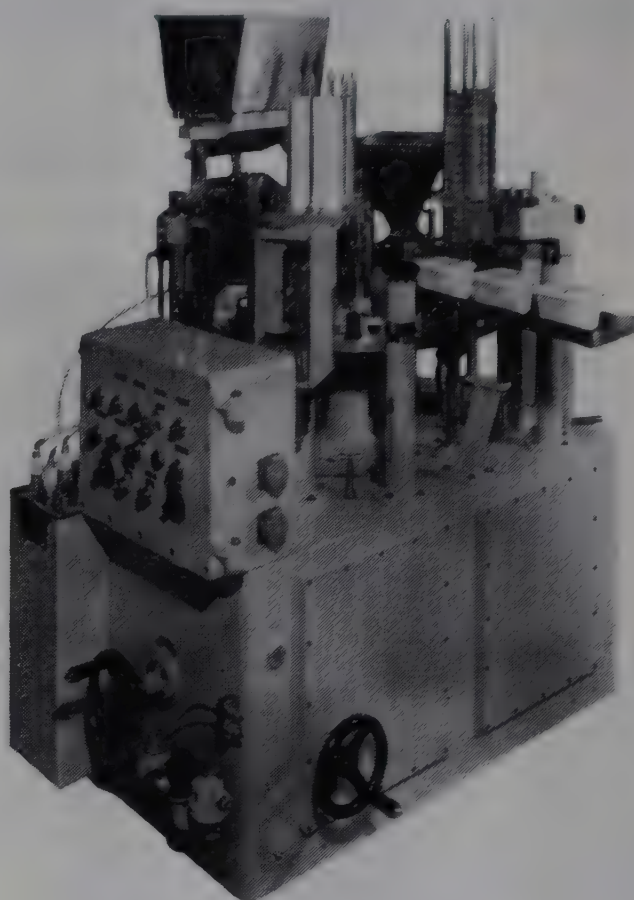
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ICE CREAM

and FROZEN CONFECTIONERY

TOPIC IN THE NEWS

CLOUDS IN THE SKY

“THE trade appeared to be in a buoyant mood,” notes an observer elsewhere in this issue, when reporting on the annual conference and trade show held in Scarborough last month. There are a number of indications, in fact, which could well lead one to the conclusion—not strictly accurately—that everything in the garden was lovely for the independent ice cream trader.

For example, those engaged on the manufacturing side of the business appear to be spending more money than ever on new equipment. And the equipment manufacturers themselves, quick to react to the changing tempo, are competing with each other for the business thus generated, with the result that there is a greater selection of machinery on the market probably than ever before.

Among traders there seems to be an awareness that there are great things ahead. Certainly the potential is there. Certainly the pattern of trading is changing somewhat, with a new emphasis on different products and different markets to supplement the existing ones. Certainly the determination seems to exist that the opportunities are there to be taken, and those who neglect them do so at their peril. Certainly there is an air of optimism abroad.

THE GREAT MILK POWDER PRICE MYSTERY

But there are clouds in the sky, such as the ice cream purchase tax injustice, which we have long campaigned against. And now there is the Great Milk Powder Price Mystery which is reaching alarming proportions. It is hard to believe that the price of skimmed milk powder, which in the spring of 1970 was approximately £80 a ton, should before the end of 1971 have reached a figure of no less than £220 plus. When, earlier in 1971, the Government's Import Levy Scheme was applied to milk powders the “threshold” price adopted for the skimmed variety was £157 a ton, and it was estimated that this was a price at which the home producer could market his product economically, and without Government subsidies. It is surely not suggested that production costs have risen to this extent within a period of not much more than six months? Rather must it be assumed that foreign producers and home producers alike are thoroughly “cashing in” on the scarcity of milk powder which has developed in the international market.

It is a situation which cannot fail to be most disturbing to a trade whose products are, by legal standards, compelled to include milk solids as a main ingredient, and who from bitter experience in the past know only too well how ferociously they are likely to be attacked when such developments make price increases in ice cream inevitable.

IN MY VIEW

● ICE CREAM AND THE PRESS

A RATHER unfortunate reference to ice cream in the headline of a national daily newspaper sparked off severe criticism of the press by one or two speakers at the annual general meeting of the Ice Cream Alliance at Scarborough last month. The view was expressed that a strong letter of protest be sent to the editor who allowed the phrase "Don't ask your Dad for an ice cream" to be used in connection with a story about the hardship of the unemployed.

The General Secretary, Mr. L. Frank, remarked that perhaps the paper would have been better advised to have used the headline, "Don't ask Dad to buy the *Sun* newspaper", thus saving money in that direction. But more seriously, Mr. Frank refuted the suggestion that the ice cream trade seems to be singled out by newspapers for adverse comment, and he said that there would be no point whatsoever in enlisting the services of a public relations firm to launch a campaign to counter criticism, as had been suggested by one of the speakers.

Attentive students of this column could hardly fail to have noticed that, when the occasion demanded, I have played merry hell with newspapers or journalists who, in my opinion, have been unjust to the ice cream trade (while at the same time recognising, and admitting, that

this is almost always the result of ignorance rather than spite).

On this latest issue, however, I am afraid that I must side with my fellow journalists and say that I feel that the headline was, in its context, perfectly justifiable. Surely, any ice cream manufacturer could accept the fact that a child's cry for an ice cream could hardly be expected to fall like music on the ears of a man on the dole.

As a subscriber to a press cuttings service, this journal receives clippings about ice cream and ice cream people from newspapers all over the country, so it is perfectly possible for us to keep our finger on the pulse, as it were, of public opinion and press comment about the industry. And there is absolutely no doubt whatsoever that by far the greater part of the comment is favourable.

In short, the "image" of the ice cream trade, and the people engaged in it, is excellent. And why shouldn't it be? It is generally recognised that ice cream is a good, clean, pure, wholesome food (although the Customs and Excise people have yet to be convinced that it is a food rather than a confection), which is sold at a reasonable price throughout the length and breadth of the country. Further, it is well known that many ice cream people take a keen interest in local community affairs and are prominent in charitable organisations.

That is not to say they are all saints, of course. There are a few unscrupulous traders (as there are in any industry) who rook the tourists, and there are mobilers who act dangerously or who misuse their chimes. These are the people who attract adverse publicity, and facts have to be faced: chimes, wrongly used, can cause a nuisance, and ice cream vans are sometimes involved in accidents where the victim is an innocent child. And it would be quite wrong, and quite unrealistic, to expect the newspapers not to report such cases.

Is there room for improvement in the trade's image? Certainly, and it would be wrong to become complacent about it. But on the other hand, the trade has reason to be proud of the way in which it is generally regarded by press and public alike.

● CTH PRIZEWINNERS

One of the attractions at the Scarborough trade show was the stand of CTH Electronics, where visitors were invited to take part in a draw, the prize being a lighting unit.

I have now heard from Mr. C. T. Heinlein that there was a considerable entry in the competition, and two lighting units have been awarded. The lucky winners were J. Morris & Sons, of Blackwell, Derbyshire, and Mr. Evans, of Oldham Road, Ashton-under-Lyme. Congratulations!

by Scoop (in Scarborough)

● BLUNT SPEAKING

WHILE on the subject of press publicity, it is worth pointing out that this is the time of the year when the trade in fact gets its biggest boost in the newspapers.

This is due, of course, to the annual conference and trade show of the Alliance which invariably receives considerable publicity on radio and TV as well as the papers. This year was no exception, and several TV crews lugged their equipment around the Scarborough Spa in search of news and feature material, and there was also a fair selection of newspapermen and their photographers.

Of the national papers, The Guardian must be singled out for the excellent way in which one of their top feature writers presented a fair, balanced, and amusing picture of the Scarborough activities. And of the provincial papers the Yorkshire Evening Press is to be complimented on more than one count. Not only did their extremely pleasant diary columnist, who writes under the name of John Blunt, write a delicately sympathetic piece about the trade, its problems and its aspirations, but he also took the trouble to send us a clipping and a note of thanks for the help he had received. Thank you, too, John.

His story is headlined "A sweet or a food?—that is the



Smiles all round—and why shouldn't there be? These four lucky youngsters had just been presented with one-gallon containers of Pendleton's ice cream by comedian Jimmy Tarbuck (rear) and Miss Alpine Frozen Foods. The occasion was the opening of the Alpine Frozen Foods depot in Old Swan, Liverpool.

question", and in part it deals with the trade's claim that "ice cream is not just a sweet you can eat between meals, but a convenience food of the Seventies", and he also talks about the trade's feeling of injustice in having its products subjected to purchase tax when rival food products are not taxed.

"Myself, I would gladly sign a petition for the ice cream manufacturers if they care to put one in my corner shop," he writes.

"For I—and I bet millions of others do likewise—eat fifty times as much ice cream at the table as I do at the seaside.

"Whether their publicity will encourage me to fork out for a deep freeze to keep a gallon on tap I can't say.

"But I can assure the industry I'm convinced ice cream is a food...."

more SCOOP overleaf

SCOOP

—continued from previous page

And I can't resist quoting this further passage from the article:

"Drifting round the trade stands at the Spa... it's not difficult to see why business is bowling along.

"They're an industrious, no-nonsense bunch of people, regarding the conference not as a junket, but as a vital, perhaps even time-wasting, break from their ice cream parlours and mobile vans

"The Italian, swarthy, stocky and attentive, is everywhere. Not until a get-together like this, joining up second and third generations, do you realise just how many of Britain's ice cream brigade are of foreign extraction.

"They wear their caps and trilbys, the women their fur coats. The car park bristles with substantial middle-bracket cars—but there's less interest in them than the fleet of mobile ice cream vans lined up in the trade's own motor show.

"The talk is ice cream. The gossip is ice cream. And you feel, as these families stick together round the table in the cafeteria, that the jokes are ice cream.

"And somehow the appearance of Scarborough's Mayor, Councillor Peter Jaconelli, himself a sea-front ice cream man of Italian descent, lifting lids and pulling levers in probably the most critical appraisal a trade exhibition has ever had, puts the seal on it.

"Yet somehow, without being the least disrespectful, they look as though they have just popped out for an hour and can't really spare the time.

"Order books sprout from pockets. Pens are busy and delivery dates promised. Some of this summer's profit is ploughed back...."



Hard work, they say, never killed anybody . . . But for Giulia Collins, of the Alliance's head office staff, it had been a trying day indeed manning (or should it be girling?) the Association's stand at the Scarborough conference. And she had only to relax for a moment, of course, when photographer Ted Wimpenny happened along. Giulia says please help lighten her load by being prompt with your subscription renewals . . . Can you resist such a plea?

● OBITUARY

Mr. Angelo Rossi, head of the award-winning Bradford ice cream manufacturing firm, has died at the age of 48.

Born in Glasgow, Mr. Rossi was the third generation of his family to be in the ice cream business. The firm began to enter the national ice cream competitions in 1957 and won many awards including three silver challenge cups and several medals. He decided to retire from the competitive field "to give other manufacturers a chance". He leaves a widow and two sons.

The death has also occurred of **Mr. Joseph Massarella**, of Hugglescote, at the age of 69. Born in Leicester and educated at a private school and the Belgrave High School, Mr. Massarella settled in the Coalville area in 1940.

His father, a farmer at Scraptoft, originally started the family ice cream business as a side-line, and it was continued by the family until it was sold some

12 years ago, with the Massarella brothers as shareholders.

One of the earliest Alliance members on Teesside, **Mr. Antonio ("Uncle Tony") Greco**—a man who was much loved and respected in the trade—has also died, at the age of 70.

He was the founder of Greco Brothers, the biscuit manufacturers, of Middlesbrough, and he was known throughout the trade for his untiring efforts to help those in need. He was always a leading light in any organization or committee formed for the benefit of others. He leaves a widow, Bernadette, and two children, Tulio, aged 14, and Daniella, aged nine.

● HARBOUR LIGHTS

With such a packed programme it was difficult for delegates at Scarborough to do much in the way of sight-seeing. But I do hope some of them managed to get down to the harbour for a look around. With its few picturesque fishing boats it certainly had much to offer.

● DATES FOR YOUR DIARY

Kent & East Sussex Branch Christmas party is to be held at Nero's, Ramsgate, on Tuesday 7 December. Tickets £1.75 each.

North West England Division annual dinner and dance is to be held at the Norbreck Hydro Hotel, Blackpool, on Tuesday, 25 January 1972. Tickets, £3.00 each, are obtainable through Divisional Secretary Mr. D. Colton, 16 Cliffe Drive, Whittle Le Woods, Nr. Chorley. If you wish to stay overnight at the hotel, please telephone them direct at Blackpool 52341.

The annual dinner and dance of the **Northern Division** is to be held at The Roker Hotel, Roker, Sunderland, on Tuesday, 30 November.

The **East Anglia Branch** Christmas party will be held at La Taverna, High Street, Epping, on 29 November.

● UNBEATABLE TARTAGLIAS

"THOSE fabulous Tartaglias do it again!" was a headline in the November 1968 issue of *Ice Cream & Frozen Confectionery*—so what is there to say this year?

Three years ago the story was that the Gloucestershire Tartaglias, who had pulled off such a remarkable success in the 1967 national ice cream competitions, had, for the second year running, won the Silver Challenge Cup in the vertical freezer class. And the Cotswold Dairy branch of the same family had repeated their success of 1967 by winning the Silver Medal in the same class.

And, for good measure, R. Tartaglia also won the Silver Medal in the horizontal freezer class, the bronze medal in the dairy vertical class—and even took the Silver in the Dairy Show class 1 competition.

And now to this year. At Scarborough, R. Tartaglia won the Silver Challenge Cup, vertical freezer ice cream class, and Cotswold Dairy took a Special Diploma of Merit in the same class.

R. Tartaglia won the Silver



Three members of the winning Tartaglia family—these are from the Cotswold Dairy, Cheltenham, Branch. From the left, Philip, George, and Fred. In the background, Mr. F. Griffith-Jones, of Alginate Industries. Below: From Gloucester, Mr. and Mrs. A. Tartaglia, winners of both Vertical Freezer classes. With them, right, is Mrs. A. J. Fraser, wife of Alginate Industries' ice cream division manager.



Challenge Cup in the vertical dairy class, and Cotswold Dairy walked off with the Bronze Medal in the same class. Tartaglia's Soft Freeze, of Gloucester, also won a Special Diploma of Merit in the horizontal freezer ice cream class.

All of which goes to prove at least three things. First, that the fabulous Tartaglias certainly know how to make wonderful ice cream. Secondly, that there is an incredible consistency among the judging panels. And thirdly, that I must obviously make a trip to Gloucester and Cheltenham to try some of this famous ice cream for myself—a pleasure that I have put off for far too long.

● HAPPY RETURNS

My last word (for this month, anyway!) on the subject of the trade's image in the press. I reproduce a letter, signed "Grateful Mum", printed in the *Wolverhampton Express and Star*:

"The ice cream bell rang on Westacre estate, Finchfield, on September 29 and as usual children ran out to buy ices from their favourite vendor, Mr. Boselli. 'No charge today,' he said. 'All ice cream free—it's Boselli's birthday.'

What a nice gesture in this day and age. So on behalf of the children and their mums I say a big 'thank you' and wish Mr. Boselli a belated happy birthday, with many more to follow."



When the trade comes out on show

A REPORT FROM SCARBOROUGH BY BILL TIBBALS

THERE were two major points which emerged from the 1971 Scarborough trade exhibition. Firstly, it has become clear that the advent of the domestic deep freezer is having its affect on supply houses and the mobile sales vehicle designers. Secondly was serious concern over supplies of raw materials, notably milk powder, but only in relation to prices. "They tell us there's a shortage," stated one manufacturer, "to justify the trebling in price of milk powder. But somehow nobody seems to be unable to deliver; looks like someone is being very greedy!"

Many wholesale ice cream manufacturers said that they could not possibly be expected to bear the cost of raw materials, even in part, that the public would

have to pay the right price for the product. Obviously, the smaller trader has already gone through the stage of selling fairly sophisticated novelty lines and speciality ice creams to the public, for which most people appear to be prepared to pay the price. The large national companies have helped considerably with their large, and expensive national advertising campaigns to introduce special ice creams to the public which has had an excellent side affect on the smaller trader.

The Edinburgh trade exhibition last year helped the sale of capital equipment throughout the year tremendously. The big story last year was the space devoted to large machinery and the amount of business done by the makers.

Tens of thousands of pounds was spent at the exhibition which was startling enough, but at Scarborough one was able to ask what the results were like throughout the year; conversion of enquiries at Edinburgh to sales was of a high order and this has been most satisfactory for capital equipment makers.

The need to mechanise in the production of novelty stick lines seems to have come home with a bang and is witnessed by the order book of **Vanmar Products**, who produce the fully automatic novelty stick-line Carousel. The amount of new equipment being purchased by the smaller ice cream maker says a lot for the state of the union.

Mr. F. G. Weldon on the **APV (Clarke-Built)** stand told me that

the industry looked very healthy for the smaller man. "Although most of our business—some 70 per cent—is done in export we find that the Alliance conference is a meeting place for the trade and because of that we do write some business here."

Mr. Weldon went on to say that he believed the home deep freezer was going to have a marked effect on the smaller man's business since it was in this direction that business was bound to go. "There has been a change in emphasis; it is the middle range of the trade—those between the really small trader and the large national companies—which had done considerably more business in the past year." He said that it was these companies which would be able to adapt best to the home freezer supply market.

Mr. P. and Mr. A. Smith on the **Geist** stand said that they had had an "extremely good year". "Our sales have gone up steadily every year and we can honestly say that it is because of the conference exhibition. It's a time when the trade can come and see what you've got; the timing is right too. I think that the ice cream manufacturer realises now the value of spending on capital equipment."

Mr. G. R. Giusti on the **Giusti** stand believed that there is a great revival of interest by the public at large in the smaller ice cream man.

REVIVAL

Mr. Giusti showed me the Flocreematic "which has been completely revised and capable of giving up to 50 gallons per hour; the maximum used to be 40 gallons. We redesigned because we believe that when the ice cream man wants ice cream, he needs it quickly and in quantity."

Giusti's have a new factory at Wellingborough, Northants. "We hope to reduce costs with this. It's on a three-acre site of 28,000 sq. ft. and we have plenty of room to expand. The factory will be handling mainly our pharmaceutical and cosmetic machines; this will give more room at York Way so that we can give a better service."



Mayor Peter Jaconelli—complete with ice cream cone—pictured on the L. E. Pritchitt stand with President Ilario Guerri.

An interesting aside from Mr. Giusti was that more ice cream makers were going over to vertical freezers judging from the state of the order book.

Mr. G. D. McIlvain, who is chairman of **Dollar-Rae Limited**, of Glasgow, brought me up to date with some of their shop-fitting contracts during the year; he has a full portfolio of all completed contracts with excellent photography.

His stand showed the Lucca refrigerated display cabinet, the type which has a transparent superstructure and narrow counter top to reveal inside a line of deep stainless steel trays for various types of ice cream. The

Lucca is not new, but it is gaining a lot of ground especially now that the variety of ice cream produced is so varied.

"The best selling point at this particular moment," stated Mr. McIlvain, "is the price; we have got it down to £280. I can remember the time when this type of cabinet used to be a one-off job and could cost about £800. But then, if you standardise something it does become cheaper. This model has a double row of trays which speeds up service."

Mr. Geoff Spinks, of **Nutricia-Balch Flavour Company** has been doing good business during the past year supplying sauces, ripples, processed fruits and nuts for adding to ice creams and for supply to the dairy industry. "We have only been going a year but are extremely satisfied with results. We trade from Folkestone, Kent, and it's been a good summer for us with the exception of August. Business-wise, we haven't been affected by the weather, but speciality ice creams are no longer seasonal."

"The ice cream man who makes speciality ice creams is moving into a new area of competition—the dairy industry. The ice cream as a dessert now competes with yoghurt and mousse. They are



continued overleaf

TRADE SHOW

continued from previous page

in this whether they like it or not. You have only to talk to some of the manufacturers here today to see how interested they are in product development.

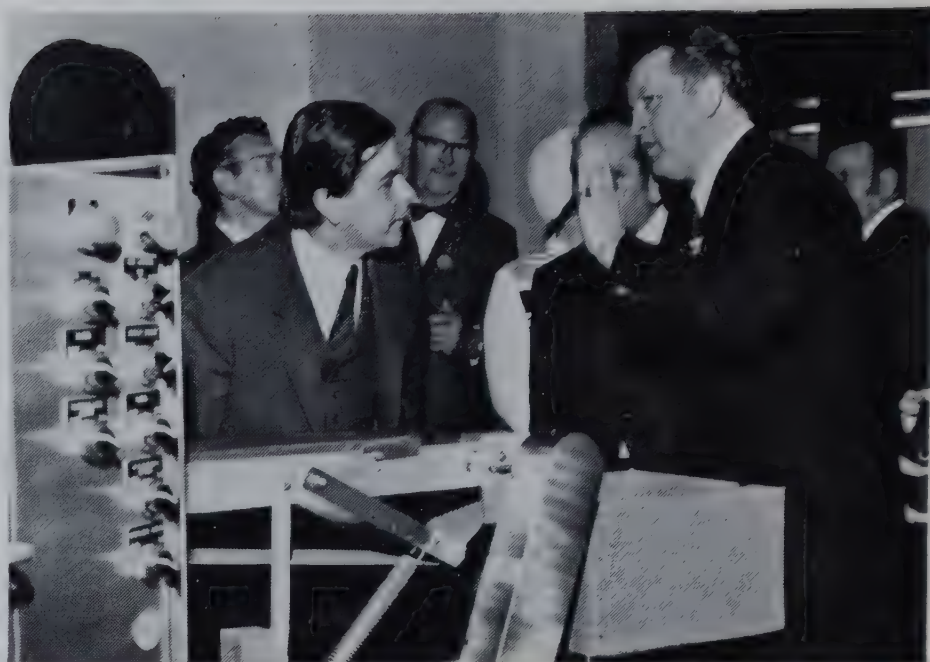
"A few years ago they were interested in a bit of pineapple only, but the field is wide open now and frankly I think they enjoy making a more interesting product. Money is tighter, but the market is larger and we are on the threshold of an expanding deep freezer market for domestic use.

"You have supermarkets which are beginning to devote more space to speciality dairy products and fruit-filled ice creams. Some people in the mobiling business have seen a decline in van sales and I would say that street mobiling of ice cream is gradually going to die when a deep freezer in the home will hold a gallon of ice cream; the whole thing is changing completely."

Mr. Spinks introduced me to Mr. Harry Hartley of Hull who, at the last minute, came along to the exhibition with a machine which he is selling principally to the bakery trade but which now has great application for production line finishing of ice cream novelties in cartons: it will fill cartons and/or decorate the top of a filled carton from decoration nozzles.

"If the response is worthwhile we will definitely exhibit next year," said Mr. Hartley. "My first reaction to the show is that there appears to be a lot of business done here. Three years ago we started to manufacture for the bakery trade and we developed one machine which was followed by others. The filler we are showing here costs £550 and final

Mr. R. A. Jobes is seen (top picture) with Viscount Downe during his tour of the trade exhibition. In the centre, Mr. Geoff Spinks of Nutricia Foods and some of his customers. Bottom: the display of Taylor Freezers on the stand of T. Mahon



price depends on the accessories which go with it."

Lena Stokes (**Stokes** of Gloucester is a famous name in wholesale ice cream) said that the year had been good for business although the weather hadn't been too kind. Last year at Edinburgh Mrs. Stokes told me their business had gone through a period of expansion; this had now settled down and their new machinery was doing a good job for them.

As a general principle, she believes that manufacturers ought to provide ice cream when retailers want it. "Nobody can tell when the weather is going to change and any system of indenting for orders is unworkable—who can tell what they will need in three weeks time? None of our customers goes short; when they pick up the 'phone for an order we feel we have a moral duty to supply it. And if they are prepared to accept an order for delivery at three in the morning, then we don't mind delivering it."

A GOOD YEAR

Mr. and Mrs. Frank Campolini on the **Coldstream** stand said that they had had such a good year that they had to spend money putting an advertisement in the journal apologizing for the delay in deliveries. "But the delay wasn't for long and no one got angry about it," said Mr. Campolini.

Mr. N. Rothstein, on the **Silverson** stand, showed the Flash Mix—an impressive piece of equipment which will emulsify and homogenise in one operation and if attached to a pasteuriser could speed up initial preparation processes enormously.

It was the first visit to the exhibition for Mr. K. J. Meller, who is technical director of **Waxed Cartons Limited** of Dublin.

"My first impression is that there are the right people here for the kind of things that we want to sell. We are associated with Mono Containers who have pulled out of Ireland. We are covering the whole of the Irish market, north and south, and we

thought that there were possibilities here for selling to medium-size manufacturers. The enquiries have been enormous."

NEWCOMER

Another newcomer to the exhibition—and again booked at the last moment—was **Hart & Sons** of London. Their Mr. F. O'Leary told me that it was obviously a good place to do business. "We specialise in new and reconditioned food processing and packaging plant."

One of the best stands at the exhibition was that of **Taylor Freezers** and Brian Mahon of **T. Mahon & Sons** again introduced a new machine to the trade. The big selling point: "We can draw soft ice cream up at the rate of 1 qt. of finished ice cream every minute—which is 15 gallons an hour. What it really means is that the man who's serving ice cream will never run out providing he supplies the mix to it." Taylor have called it the 707 and they will be bringing out a triple-headed model sometime next year called the 747 Jumbo.

An interesting point is that the machine has been launched in England and two key men from the American Taylor company visited the exhibition to help Brian launch it. Britain will provide some kind of market test for the new model.

The two American Taylor executives at the show were Mr. Murray Schatzel and Mr. Jim Knoll; Don Blair the representative from London also was on the stand.

FROM DUBLIN . . .

Yet another newcomer to the show was **H. B. Ice Cream**. Mr. McCann told us that the company had competed for a number of years in the ice cream competitions, but it was the first year for the exhibition.

H. B. is an Irish company, too, and they have rationalised their business in Ireland to the extent that they feel they have the production capacity to make prices interesting to this side of the Irish Sea. Their current turnover is in the order of £3.75m.

"For someone showing for the first time it's pretty exciting; we feel that we are getting to know the ice cream business much better. Certainly we are getting to know what it is like in the UK. It is very useful for us. From what we have seen there is a tremendous lot more to the market than the large national companies here.

"Because of the prices we are offering the smaller traders seem to be especially interested in us. For example we are showing a biscuit-covered ice cream and nobody seems to have anything like it over here.

"Packaging to us is very important. We have to remember that we are in the fun game, and that very often the package is as important as the product: children think so at least."

. . . AND BELGIUM

Mr. M. Wood of **Centigrade** of Reading, told us that he was the English agent for **FRIAC** conservators. Again, this company was a newcomer to the show.

"We are introducing the freezer for the first time in England and frankly we didn't know whether we would be able to get here, but it has certainly been worthwhile.

"The **FRIAC** is imported from Belgium, and they are the only people in Belgium to make conservators and deep freezers. They were exporting them to Iraq and Spain and work excellently in hot countries which indicate that they are efficient. They are the right size for mobiles and the tops can be fitted with window lids; we have had a lot of enquiries from mobile traders and makers.

"Centigrade have been operating for about ten years. We are refrigeration distributors and wholesalers in the Reading area and have a wholesale operation in the north of England. Also we have warehouses in the south of England. Last year we sold 20,000 freezers and ice cream conservators."

*Report to be
continued next month*



Characteristic gesture by Scarborough's Mayor, Peter Jaconelli, as he addresses the delegates at the official opening ceremony held at the Spa.

Scarborough show bigger than ever

THE weather could, with advantage, have been kinder. But it would have taken something a great deal more serious than a drop of rain to put a damper on the proceedings at Scarborough last month, when the Ice Cream Alliance put on their annual conference, trade show, national ice cream competitions and banquet.

Just one year ago, when the Edinburgh conference came to a close, there was a certain amount of head-shaking by the delighted delegates—"it can never be like this

again", they said. And there was some justification for them feeling like that because, apart from anything else, they had just attended the largest ice cream trade show ever put on by the Alliance.

But was 1970 to go down in the books as the ultimate beyond which it would not be possible to go? Certainly not. And it is a magnificent demonstration of the enthusiasm of ice cream manufacturers and the trade houses who supply them with machinery, ingredients and services, that this year's show

was even bigger—in terms of the stands taken—than at Edinburgh.

The throngs of interested people who walked round the stands from the moment the show was opened until the moment the shutters were put up is further proof—if proof is required—that the industry is in a buoyant mood, and there seems to be a unanimous feeling that every opportunity is being taken to modernise the industry at an ever-increasing pace.

It was not all shop talk, however. That's not the sole aim of the annual event by any means. It is always an occasion which is eagerly anticipated just as much for its social side as for the opportunity to see what's new in machinery. And this year there was one additional big draw—in the ample frame of the Ice Cream Alliance's very own Peter Jaconelli, the smiling Mayor of Scarborough.

This was the first time that a member of the trade—and a member of the National Executive Council of the Association—has been mayor of the conference town, and the boost which this honour brought to the delegates, and the trade as a whole, was considerable. In congratulating Peter Jaconelli, the thanks of everybody present must be added for his part in making everything go with a swing.



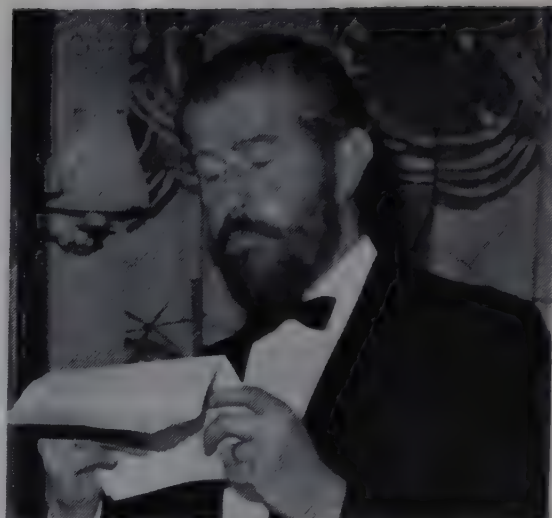
Mrs. Ilario Guerri declares the exhibition open from the stage of the Spa. Below, giving a speech of welcome to the delegates, is the Rt. Hon. Viscount Downe. Also on the platform are Mr. R. A. Jobes, Mayor Peter Jaconelli, Mr. I. Guerri, Mr. W. A. J. Osborne, Mr. Francis Bertuccelli, and Mr. Laurie Frank.



COMPETITION RESULTS

All awards
subject
to confirmation

Mr. Derek Bailey
announces the
main winners at the
annual banquet.



HORIZONTAL FREEZER CLASS

- 1** **Silver Challenge Cup**
ALDOUS ICE CREAM,
T/A Lakenham Creamery, 2, Trafalgar Street, Norwich,
Norfolk.
- 2** **Silver Medal**
FEDERICI BROS.
450 Nottingham Road, Old Basford, Nottingham.
- 3** **Bronze Medal**
E. GALLONE LTD.,
8, Welford Road, Northampton.

Judges for this class:

F. Bertuccelli
J. F. Russell
R. Verrecchia
D. Colton
L. Boni
M. F. Grillo

Supervisor:

Dr. J. Rothwell

SPECIAL DIPLOMAS OF MERIT

P. Dellamura & Son Ltd., London, E.16
Morlis Products Ltd., Telford,
Shropshire
J. Thayer & Sons Ltd., Rumney, Cardiff
Martin's Dairy (Looe) Ltd., Looe,
Cornwall
Sweet Maid Dairy Co. Ltd., Manchester
Tartaglia's (Soft Freeze) Ltd.,
Gloucester
Thurles Co-op. Creamery Ltd.,
Co. Tipperary

DIPLOMAS OF MERIT

Northern Dairies (Ice Cream Division),
Belfast
Scott Brothers, Sutton-in-Ashfield
Pelosi's Ice Cream Parlour, Paignton
Toni-Time (I.C.M.) Ltd., Southall,
Middx.
Peters Ice Cream, N. Zagni & Sons,
Ipswich
Gerards Ices, Manchester, 4
Seddon's Ice Cream, Blackpool
York-Jones Ltd., Droitwich, Worcs.
Mylo's of Chiswick, London, W.4
Levaggi's Ltd., Denton, Manchester
Alex S. Donald Ltd., Aberdeen
Hortons Frozen Products Ltd.,
Bournemouth
Jeffery's (Cornish Ice Cream) Ltd.,
Bude
Whitewell Ices (Accrington) Ltd.,
Clayton-le-Moors
Taylors (Bilston) Ltd., Willenhall, Staffs.
John Felice, Douglas, Isle of Man
A. Macari & Sons, Newland, Lancaster
Giulianotti Bros. (Holburn) Ltd.,
Aberdeen
Dutch Maid Ices, Blackpool
H. B. Ice Cream Ltd., Dublin 14
L. Papa & Sons, Gravesend
Williams Ice Cream Dairies Ltd.,
Plymouth

Diplomas of Merit — continued

Kelly's Cornish Ice Cream Co. Ltd.,
Par, Cornwall
Pollards Confections Ltd.,
Newton Abbott
A. Coletta & Sons Ltd., Huddersfield
Peter Burgon & Sons Ltd., Manchester, 4
J. & A. Grant, Buckie, Banffshire
Robertino Ice Cream, London, W.9

DIPLOMAS

Manfredi's Ices, Worksop, Notts.
Seward's, Preston, Lancs.
G. Coletta & Sons (Est. 1898) Ltd.,
London, N.15
Thorntons Lollies, Beeston, Leeds
Macaris, Aldershot, Hants.
Manfredi (Bolton) Ltd., Bolton, Lancs
Hood's Dairy Products Ltd.,
Glasgow, W.1
Brooke's Ices, Normanton, Yorks.
P. Paniccia, Yeovil, Somerset
Stokes Ice Cream Dairies,
Wotton Under Edge
G. D. M. Confections, Hamilton,
Lanarks.
Signor Dee Dee Ices, Manor Park,
London
Verrecchia Limited, Portsmouth
De Marco Bros (Brighton), Brighton
Sussex
Leadmore Dairies Ltd., Kilrush,
Co. Clare
H. F. & R. Tebboth, Mr. Hokey Pokey,
Coventry
Wicksteed Village Trust, Kettering
Morris & Sons (Blackwell) Ltd.,
Blackwell, Derby
Frank's Ice Cream Ltd., Garnant,
Nr. Ammanford.
Marine Ices Ltd., Hampstead, London
N. & L. Bucci, Huddersfield

Diplomas — continued

Kent Coast Ice Cream Co. Ltd., Margate
Lewis Bros. (Crewe) Ltd., Crewe
Woodheads Ices Ltd., Blackburn
A. Seghini Ltd., Blyth, Northumberland
Meschias Ltd., Hyde, Cheshire
J. Manfredi, Bolton, Lancs.
Fredericks Ice Cream (Est. 1887),
Chorley
T. Domachi, Pontardulais, Glam.
Windsor Creameries, Pendine,
Carmarthenshire
Suncream Dairies, Tamworth, Staffs.
J. Lawson, Solway Ices Ltd., Maryport,
Cumb.
Creamery Fare Ltd., London, N.7
B. Lewis, Morecambe, Lancs.
Lenas (Ice Cream) Ltd., Stoke-on-Trent
L. & V. Verrecchia & Sons Ltd.,
Portsmouth
G. Alzapiedi, Ellon, Aberdeens.
F. Granelli & Sons Ltd., Mablegate,
Leeds 9
Palatine Food Services Ltd., Blackpool
Demarco Ice Cream Co. Ltd., Wembley,
Middx.
Scarborough Corporation (Catering
Dept.), Scarborough
Lewis Bros. (Ice Cream) Ltd.,
Stoke-on-Trent
Arundel Ice Cream, Yeovil, Somerset
Albert Morris & Sons Ltd., Somercotes,
Derbs.
Williams Pure Ices Ltd., Plymouth,
Devon
Camp Bros. (Cafe) Ltd., Shotts,
Lanarks.
Mr. Creamy, Penygraig, Rhondda
William Pendleton & Sons Ltd.,
Liverpool
Obertelli's Ice Cream, Stanmore, Middx.
Lums Dairy Ltd., Wakefield
Minghella's of Ryde, Ryde, Isle of
Wight

VERTICAL FREEZER CLASS

1

Silver Challenge Cup

R. TARTAGLIA & SONS,

4, Hyde Lane, London Road, Gloucester.

2

Silver Medal

TONEY MINCHELLA,

Maxwell Street, South Shields, Co. Durham.

3

Bronze Medal

J. PANICCIA (REEMA ICE CREAM),

Pen Mill Trading Estate, Yeovil, Somerset.

Judges for this class:

G. Moruzzi
A. R. Coletta
J. Seghini
W. Currie
N. Taylor
Miss Hamilton

Supervisor:

A. A. Mazza

SPECIAL DIPLOMAS OF MERIT

Izzis Cream Ices, Renfrew, Scotland
J. Valente, 16 Hendon Rd., Sunderland
Criterion Ices Ltd., London, S.E.26.
Cotswold Dairy (Ice Cream) Ltd.,
Cheltenham
R. A. Ferretti Ltd., Horwich, Lancs.
Fella Bros. Ltd., Hornchurch, Essex
Joe's Ices (McNeil), Bighton, Sheffield
L. Minchella Ltd., South Shields
Notarianni Bros (S) Ltd., Sunderland
Rea's Creamy Ices Ltd., Middlesbrough
Ernest Rossi, Loanhead, Midlothian
Dinelli's, Ryde, Isle of Wight

DIPLOMAS OF MERIT

P. Molinari & Sons, Sheffield 6
Calorval Ltd., Glasgow, C.3.
Sergio Fella, Continental Cafe, Birtley
D. Dragone & Sons, Felling, Gateshead
Vuoto's Cafe, Golborne Rd.,
London W.10
Gabriele's, Bishop Auckland
Minchella & Co., South Shields
Aldo's Ices, Clapham Junction,
London, S.W.11
J. Valente, Spennymoor, Co. Durham
O. Frullani, Prima Cafe, Girvan,
Ayrshire
Ginestri & Son, Stonehouse, Lanarkshire
Messrs. Tarr & Son, Brislington, Bristol
McNab's Better Ices, Birmingham, 33
Frederick's Ice Cream, Brampton,
Chesterfield
Starks Dairymaid Ices, Coatbridge,
Lanarks.
R. A. Jobs, New Seaham I.C. Dairy,
Seaham
Leedas Ices Ltd., Keighley, Yorks.
A. R. Mescki, Manchester, 4
Niro & Fella, Roma Cafe Ices, Stanley
John McGrogan, Ballymena,
Co. Antrim
E. Monte, Hucknall, Notts.
Peter Equi & Sons, Hamilton, Lanarks.
William Asher & Son, Stirling, Scotland
Valwin Cafe Ices, Meadowfield,
Co. Durham
Politi's Ices, Edinburgh
D. Manfredi, t/a Smith's Ices,
Clay Cross
Crossleys Ices, Ravensthorpe, Dewsbury
Mayfair Ice Cream (I. & F. Guerri),
Edinburgh
Polar Ices, New Costessey, Norwich
D. Bove & Sons, South Moor,
Co. Durham
Dimascio Bros., Airdrie, Scotland
Jaconelli Ltd., Scarborough
A. Giulianotti, Aberdeen
G. Luperini & Sons Ltd., Glasgow
Trufelli's Sheffield, 6
Harbour Bar Ltd., Scarborough
Vesuvius Cafe, Wandsworth, S.W.18
L. Bolton, Ormsby Hills, Lancaster
Davis Bros., South Shields, Co. Durham

Diplomas of Merit—continued

G. Porrelli & Co. Ltd., Paisley,
Scotland
John Ferretti Ltd., Horwich, Bolton
Deal Beach Parlours Ltd., Deal, Kent

DIPLOMAS

Mark Reay, Newcastle-upon-Tyne
Lynn's, Cushendall, Co. Antrim
Lorenzi Boni, t/a Louis Boni, Bathgate
Antonios, Norwich, Norfolk
H. Hastelow & Sons Ltd., Barnsley
D. DiMascio & Co. Ltd., Coventry
S. Milazzo, Edinburgh, 6
C. & M. Creamery Ices, Harrogate,
Yorks.
Westway Cafe, East Acton,
London, W.3
Rossi's (Southend) Ltd., Southend-on-Sea
J. W. & V. Matthews, t/a F. Valente,
Seaham
Randeer Ice Cream, London, S.E.1
Nobile Bros., Bradford 7
Messrs. W. A. Wilson, Cullen,
Banffshire
C. A. Macari, Lochgelly, Fife
Sabini Bros. Ltd., Bolton, Lancs.
A. L. Mescki, Manchester 15
Julius Citrone, Langley Park, Durham
Royd's Ices, Mytholmroyd, Nr. Halifax
Rea's Ice Cream, Newcastle-upon-Tyne
Falls Ice Cream, Bradford 5
Parisi's, Consett, County Durham
Robert A. Corrieri, Causewayhead,
Stirling
Waltons Ltd., Falkirk, Stirlingshire
D. Macari, East Porte, Burntisland
Giannasi's Ices Ltd., Stoke-on-Trent
Roland Evans, Ashton-under-Lyne



Mr. I. Guerri judging during
Vertical Dairy class.

Diplomas—continued

Beach Ice Cream Parlour (Deal) Ltd.,
Deal
Frank Cafolla, Newtownards, Co. Down
H. Critchley & Sons, Liverpool 15
S. Zair & Son, Bishop Auckland
Joseph Carcone, Aberdeen
Turner's Ices, Mosborough, Sheffield
A. & A. Amerigo, Hartlepool, Durham
Villa Ices, Middlesbrough, Teesside
A. Suggitt Ltd., Middlesbrough, Teesside
G. W. Bolton, Tantobie,
Newcastle-upon-Tyne
Vincent's Ices, Manchester 4
L. Lewis, Hoole, Cheshire
Fella's (London) Ltd., London, S.W.8
N. Rea, Newcastle-upon-Tyne
Sivori's Ices, Runcorn, Cheshire
Notarianni Bros. Ltd., Sunderland
G. Pacitto & Sons Ltd., Scarborough
Rinaldo & Andrews, Tadcaster
Morelli's Broadstairs, Kent
Thorpe's Ice Cream, Idle, Bradford
Monty's Ices, Sheffield 6
Louis Pelosi & Sons, Ramsgate
Robert Verrecchia & Sons, Bristol 4
Zanre & Sons, Huntly, Aberdeenshire
French's Ices (G. French), Bridlington
Winstones Ices, Bownham, Nr. Stroud
E. Figliolini, Rossi's Ice Cream Parlour,
Weymouth
Valente's, Bishop Auckland
J. Dagostino (Portsmouth) Ltd.,
Portsmouth
Crescent Supply Co., Glasgow, S.E.
Curley Top (J. & L. Lewis),
Newton Le Willows
Kendall's Ices Ltd., Hipperholme,
Halifax
Bertuccelli's, Ballycastle, Co. Antrim
F. Knowles, Thirsk, Yorks.
Ashmore's of Utttoxeter, Utttoxeter
C. L. Morgan, Westfield, Hereford
Forest Farm Dairy (D. V. & P. Jones),
Whitchurch
D. Alonze, Scalby, Scarborough
Frederick's Ices, Westhoughton, Lancs
A. Caulfield, Ballymena, N. Ireland
R. Tognarelli, Sunderland, Co. Durham
A. Pandolfo, Manchester, 10
J. R. Tait & Sons Ltd., Choppington
M. De Marco, The Candy Box,
Glasgow, C2
Orlandi & Son, Alloa,
Clackmannanshire
It's Danny's, E. Woodward, Brierley,
Nr. Barnsley
Peter Macari Jr., Lochgelly, Fife
Victor's & Mancini's Ice Cream,
Coventry
Messrs. Di Palma Bros., Northallerton
Gartly's Ltd., Keith, Banffshire
"Haworth's Ices", Rawtenstall, Lancs.
Rossi's, Barnsley, Yorks
L. J. Frearson (Jack's Ices), Coalville,
Leics.
Appleby's Ices Ltd., Louth

DAIRY ICE CREAM

HORIZONTAL FREEZER CLASS

1

Silver Challenge Cup

VERRECCHIA LIMITED,

Clay Bank Road, Burrfield, Copnor, Portsmouth, Hants.

2

Silver Medal

NORTHERN DAIRIES, (ICE CREAM DIVISION),

263a, Castlereagh Road, Belfast, BT6 9FP.

3

Bronze Medal

BLACKPOOL PLEASURE BEACH COMPANY,

Casino, South Shore, Blackpool, Lancs.

Judges for this class:

R. Equi
J. Dellavalle
E. Turner
R. A. Jobes
J. Lynn
A. P. Giannasi

Supervisor:

B. Crowhurst

SPECIAL DIPLOMAS OF MERIT

J. Thayer & Sons Ltd., Rumney, Cardiff **John Felice,** Douglas, Isle of Man

Williams Pure Ices Ltd., Plymouth, Devon
Williams Ice Cream Dairies Ltd., Plymouth



VERTICAL FREEZER CLASS

1

Silver Challenge Cup

R. TARTAGLIA & SONS,

4, Hyde Lane, London Road, Gloucester.

2

Silver Medal

NIRO & FELLA,

Roma Cafe Ices, 9, Front Street, Stanley, Co. Durham.

3

Bronze Medal

COTSWOLD DAIRY (ICE CREAM) LTD.,

7, Park Street, Cheltenham, GL50 3NG.

Judges for this class:

I. Guerri
J. Thayer
P. Vettese
A. Infante
Mrs. I. Verrecchia
E. Minghella

Supervisor:

W. A. J. Osborne

SPECIAL DIPLOMAS OF MERIT

Fella Bros. Ltd., Hornechurch, Essex

Lorenzo Boni, t/a Louis Boni, Bathgate

Rossi's (Southend) Ltd., Southend-on-sea

COMPLETE MIX CLASS

1 Silver Medal

UNEK,

4, Lido Buildings, Lytham Road, Blackpool, Lancs.

2 Bronze Medal

BERNARD DUTTON, BERNARD'S ICES,

19, Glastonbury Avenue, Marton, Blackpool, S.S. Lancs.

DIPLOMAS

Morelli's, Sheerness, Kent
 Pelosi's Milk Bar, Torquay
 Risi's Ices Ltd., Newcastle-upon-Tyne
 Pelosi's Milk Bar, Brixham, Devon
 de Felice's, Chertsey, Surrey
 Guerino Cocozza, Glasgow, S.2
 E. Valvona, Glasgow, W.4
 Antonietta Valerio, Glasgow
 Emiddio Cocozza, Glasgow, S.13

DIPLOMAS OF MERIT

Kingstonian Ices (D. B. Mastrocola),
 Kingston-on-Thames
 Franco of Bedford, Bedford
 Surrey's Ice Cream Parlour, Croydon
 K. Ronksley, J. V. Ronksley & Son,
 Bridlington

Judges for this class:

W. A. J. Osborne
 M. Loporini
 A. Infante
 Dr. J. Rothwell
 M. F. Grillo
 S. Moruzzi

Supervisor:

Dr. Jean Alexander



Packed Speciality winners. First, top right; second, left; and third, bottom right. And judging the winning sample (left) is Mrs. R. Equi, with Mr. G. Moruzzi.

PACKED SPECIALITY CLASS

1 A. COLETTA & SONS LTD.,

42, Bradford Road,
 Huddersfield, Yorks.

2 G. COLETTA & SONS (EST. 1898) LTD.,

Stamford Road,
 London, N.15.

3 G. COLETTA & SONS (EST. 1898) LTD.,

Stamford Road,
 London, N.15.

Judges for this class:

Mrs. R. Verrecchia
 G. Moruzzi
 Mrs. A. Equi



When the Mayor throws a party . . .

As he's a 6th Dan judo expert, "throwing a party" could mean more than one thing to Mayor Peter Jaconelli. But fortunately for the delegates to the Scarborough conference, on this occasion the Mayor was referring to the most enjoyable civic reception which was held at the Spa

Mayor Peter Jaconelli leads off the dancing with Mrs. Guerri, wife of the President (left). Below and opposite, he greets some of his guests on arrival at the Spa.





Mayor Peter Jaconelli with some of his distinguished guests, pictured during the civic reception. Included on the table are the Mayoress, Mr. and Mrs. Osborne, Mr. Morley Parry, President and Mrs. Guerri, Mr. and Mrs. Robert Equi. Below: President Guerri and the Mayoress greeting some of the younger guests.



ANNUAL GENERAL MEETING

The 27th annual general meeting of the Ice Cream Alliance Limited (by Guarantee) was held on Thursday, 21 October 1971 at 3.30 p.m. at The Royal Hotel, Scarborough, Yorkshire. Mr. I. Guerri, President was in the Chair. Approximately 100 members were present.

THE President welcomed members to the Annual General Meeting and the notice convening the meeting was taken as read on a proposition by Messrs. V. Knight and A. Giannasi.

The minutes of the 25th Annual General Meeting were placed before the meeting for adoption, and it was reported that they had been published in considerable detail in the November 1970 issue of *Ice Cream and Frozen Confectionery*. The meeting agreed, on a proposition by Messrs. W. Currie and D. Colton, that the minutes be taken as read and adopted as a correct report of the proceedings.

PRESIDENTIAL ADDRESS

The President drew attention to the detailed Annual Report which was to follow as the next item of the agenda, but commented on some aspects of the Association's work which he had found of particular interest during his term of office. These included the question of ice cream prices generally, the increase in the cost of raw materials and the repercussions which Britain's entry into the Common Market might have on the industry. He expressed his thanks to the members of the National Executive Council and the staff for the support given to him during his term of office.

The President's address was adopted on a proposition by Messrs. Lynn and Seghini.

NATIONAL EXECUTIVE COUNCIL REPORT

The report had been circularised as a special section of the September issue of *Ice Cream and Frozen Confectionery*, and it was agreed that it be taken as read. The President

then proceeded to read the headings of the report, inviting members to comment on the items. There being no comments the adoption of the report was proposed by Messrs. D. Colton and A. Coletta, and this was agreed.

At this point the President informed the meeting that he had a pleasant duty to perform in presenting the "Idea of the Year" trophy to the East Anglia Branch. Mr. Vincent Marcantonio received the trophy on behalf of the Branch.

FINANCE

The accounts were formally presented by Mr. David Kirkman of the Association's accountants, and their adoption was proposed by Messrs. Bertuccelli (Honorary Treasurer) and P. Vettese; this was carried.

SUBSCRIPTIONS

The meeting was asked to consider, and, if thought fit, to pass the following resolution:

"That as from 1 September 1972 the annual subscription for every member shall be £6.50, payable in advance on 1 September in every year, except that this shall be reduced to £5.50 in the case of any ice cream trader who does not sell by wholesale, and who does not operate more than one retail selling point, whether this be static or mobile."

The President proposed the Resolution and this was seconded by Mr. F. Bertuccelli. There was no discussion, and on a show of hands the President declared the Resolution carried without any dissent being recorded. Subsequently it was reported to the meeting that proxy forms had been issued and a total of 17 returned; of these 12 had signified

themselves in favour of the proposition, whilst five had asked for their vote against the proposition to be recorded.

ELECTIONS

Mr. Guerri advised the meeting that the National Executive Council had unanimously decided to recommend the election of Mr. R. A. Jobs (Northern Division) as President for 1971/72. Messrs. R. Equi and A. P. Giannasi proposed Mr. Jobs' election as President, and no other nominations being received this was approved by the members present with acclamation.

After taking over the Chairmanship of the meeting and expressing his thanks to the members for their confidence, Mr. Jobs called for nominations for Honorary Treasurer for 1971/72. Mr. Currie nominated Immediate Past President Mr. I. Guerri for this position, and this was seconded by Mr. A. C. Thayer. There being no other nominations Mr. Guerri was unanimously elected.

APPOINTMENT OF AUDITORS

Mr. M. Luporini and Mr. V. Knight proposed the re-appointment of Messrs. Kirkman, Manning & Kay as Auditors, at the customary fee of 25 guineas, and this was agreed to by the meeting.

ANY OTHER BUSINESS

(a) *Press Publicity:*

Mr. W. A. J. Osborne drew attention to an article published in a national daily which,

referring to the economic situation in the country, carried as a headline "Don't ask your Dad for an Ice Cream". He objected to ice cream being singled out as a specific commodity which should be eliminated from the family budget, all the more so as it was a valuable item of food with exceptional nutritional potential. The meeting generally expressed their disapproval of using ice cream in this way to introduce an article on the general economic position, although the view was also expressed that the fact that the editor could see no better way to draw attention to this article than by making a reference to ice cream was, in a way, a compliment to the wide acclaim which the trade's products enjoyed.

Following up the question of publicity generally a member suggested that the Association should employ a firm of public relations consultants to refute the adverse publicity, but the General Secretary pointed out that in fact the publicity achieved by the trade generally during the year had been exceptionally good, and many papers, particularly weekly family magazines, frequently dealt with matters relating to ice cream in a most complimentary way. Generally speaking, satisfactory relations existed these days between the Association's officers and the press, both nationally and locally, and on many occasions head office was consulted by

— continued overleaf



The scene on the platform at the annual general meeting. From the left: Mr. W. A. J. Osborne, Mr. F. Bertuccelli, Mr. R. A. Jobs, President, I. Guerri, Mr. L. Frank, Mrs. Frank, Mr. D. Kirkman (auditor).

editors and asked for information when they were dealing with ice cream matters.

(b) Value Added Tax:

Mr. D. Pollard of the South West England Division initiated a discussion on the question of VAT and the ice cream industry. He suggested that close liaison should be maintained with the organisations representing the confectionery trade, as this trade was affected by taxation in a similar way to ice cream. He felt that a joint approach with the other sections of the food industry presently subjected to purchase tax would be of greater advantage than with the representative orga-

nisations of the food industry generally, as most food industries were not affected in the same way.

The General Secretary outlined in detail the various representations which the National Executive Council had already made on these matters, and the liaison with other organisations already established. He expressed the view that amongst all these trades ice cream had an exceptionally good case for exemption from taxation and treatment in the same way as all other foods. A number of other members took part in the discussion.

The President thanked the members for attending the meeting and closed the proceedings at 4.35 p.m.

NATIONAL EXECUTIVE COUNCIL



Gathered together on the staircase of the Royal Hotel, Scarborough, immediately following the annual general meeting, are the new President of the Ice Cream Alliance, Mr. Ralph Jobes, with Immediate Past President Ilario Guerri, Founder President Mr. W. A. J. Osborne, other past presidents, and members of the National Executive Council.

The making of the President

Report by Peter Hewitt



A PART from having a flair for mixing the right ingredients in the right way to suit their customers, most ice cream manufacturers seem to have an intensely practical turn of mind. Certainly the high cost of having machinery or vans out of action during busy periods contributes largely to their ability to be able to turn their hand to most things in and around the factory. But the do-it-yourself man *par excellence* is undoubtedly the new National President of the Ice Cream Alliance, Mr. Ralph Jobes.

His recipe for building an ice cream factory, for example, consists of first drawing up the necessary plans, secondly in going out to buy an excavator, and thirdly in rolling up his sleeves and in starting to dig the foundations. The rest, he says modestly, just follows on from there. And that is exactly how his New Seaham Ice Cream Dairy, on a three-and-a-half acre site overlooking the Co. Durham coastline, came into being. From the time that he first got into the driving seat of his JCB digger to the time he moved into his remarkable new factory was less than a year.

It is obvious, just to look at him, that the new President is no stranger to hard work,

for he is a powerfully-built man. Those who know him well remember that he was once a pro. footballer (playing for Plymouth and Sunderland). At the tender age of 19, as a PT instructor in the army, he had a squad of 200 men under him, which is enough to develop anybody's muscles. But what put him on the road which has led him, at the age of 39, to become President of the Association?

The journey began 18 years ago when, on demobilisation, he joined the ice cream business run by the father of his wife Mary, but three years later he left to set up an entirely new business of his own, and within five years he was selling the products manufactured in his ice cream and cone factories by means of a fleet of 47 ice cream salesvans. Having firmly consolidated his business on this basis it became necessary to plan for future development, and four years ago he decided to amalgamate his interests and bring his entire manufacturing activities under one roof. The result—his gleaming new factory—is a monument to his vision and hard work.

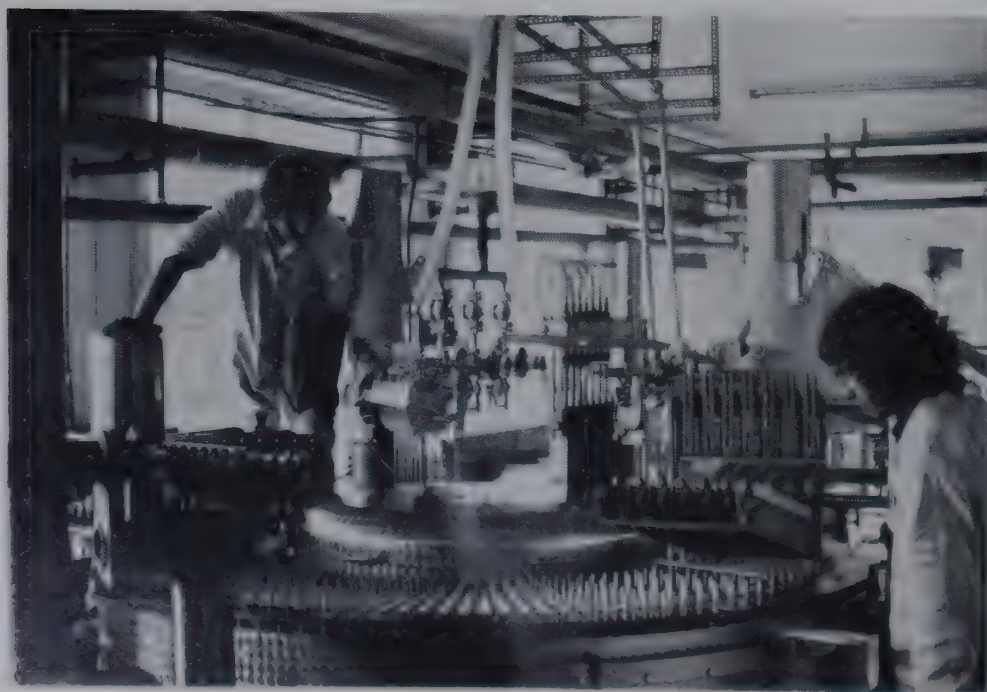
continued overleaf

Starting out with the minimum of equipment, which included a 10 gallon boiler, a 25 gallon homogeniser, a four-gallon freezer, and a 20 cu.ft. cold store, he now has the sort of set-up which would make many a manufacturer green with envy. The undoubted star of the show is the Hoyer Rollo 20 stick and novelty ice cream confection machine which was one of the sensations of the Alliance trade exhibition in Edinburgh last year.

No man spends over £45,000 lightly. Before Ralph Jobes invested that amount in the Hoyer machine he examined its potential with his usual thoroughness. In one week he drove 3,500 miles and visited ice cream factories in France, Switzerland, Germany, Italy and Denmark to see Hoyer and other machines in operation. He talked not only to managers in their offices, but also to men on the shop floor who were actually using the machines. Convinced, he went to Denmark and ordered a machine in August of last year. It was on show in Edinburgh in October, and it was in production in Seaham by the end of the year—and certain structural alterations had to be completed in the meantime before the machine could be installed. Capable of making 300 different lines, including four-colour ice creams, the Jobes machine is slightly different from any other, and is the only such machine in this country.

Backing up the Hoyer, the rest of the equipment reads almost like a machinery manufacturer's catalogue. There are two 500 gallon Giusti ageing vats, one 600 gallon and one 1,000 gallon, two 200 gallon Creamery Package vats, and two 200 gallon Alfred vats. There are two 100 gallon pasteurisers (a Giusti and a C.P.), and a new 200 gallon Alfred. There is a 200 gallon C.P. homogeniser, a 300 gallon APV platecooler, a 100 gall/hr C.P. horizontal freezer, a 100 gall/hr Cherry-Burrell freezer, a three-barrel 300 gall/hr Cherry-Burrell freezer, two Grafton cone and cup filling machines, two Dawson Duckworth automatic drinks machines, three General Utility vertical freezers, a Grafton machine for making "push-ups"... and so on.

Among the ancillary equipment there are six 250 gallon feed tanks for the Hoyer, three cold stores, a 125 h.p. compressor, a controlled flame gas boiler, tanks for 3,000 gallons of petrol and 2,000 gallons of diesel, and a garage where four engineers repair and maintain a fleet of vehicles which includes 25 of his own salesvans and ten delivery lorries of various sizes up to 20 ft. 16-ton refrigerated vehicles. Although he still has some of his own salesvans, his large fleet of delivery vehicles gives the clue to his real trading interest, which is to cover a wide area with the wholesale distribution of his products. In fact, he is already selling to Scotland in the



This is the Hoyer Rollo 20 machine at work in the New Seaham Ice Cream Dairy. Capable of producing over 300 different lines, it is unique in this country.

Dedication—and tenacity

north, as far across as Liverpool and Blackpool in the west, and down to Kent in the south, as well as along the east coast.

It is often said about ice cream manufacturers that they are inseparable from their work. This was never more true about anybody than about Ralph Jobes, and as a demonstration of this, one has only to visit his marvellous new bungalow (designed and built by himself of course) at Seaham. For this actually stands cheek by jowl with the factory and is connected to it by a short pathway. And after talking to Mr. Jobes for a couple of hours and breaking through his veneer of shyness, one would not really have expected him to have built his living place anywhere other than in the shadow of his work place.

The one outstanding impression of the new President is his absolute dedication and his tenacity. He is the sort of man who is convinced that he is capable of doing anything, if he puts his mind to it. And his record does nothing to challenge this belief. His determination is enormous—and infectious. He has a photographic memory which enables him to recite, word for word, a speech that he gave perhaps five years ago, or pages from

his army instruction manual. He confesses that he has never read a book in his life. Or, rather, the only books he has read are books about business. He learned Italian from a book, for example, and he reads the Alliance journal from cover to cover every month—and even goes back to re-read past issues. People, he says, learn more quickly through the eyes than through the ears. And having learned, he will try his hand at anything: like building a factory, or even an ice cream van, of which he has built six.

And what of the future? He obviously has a tough year in front of him, as does every new President of the Association, and during this time he knows that in his absences the factory will be in the hands of an efficient and loyal staff, including a dedicated manageress (a childhood friend of his wife Mary) who always seems to be as much at home with a spanner in her hand as most other women are with a broom.

And when his term of office is over there is little doubt that Ralph Jobes will throw himself back into his business with his usual enthusiasm, and, armed with his key words—progression, competitiveness, continuity—he will undoubtedly go from strength to strength.

Another view of one part of the factory. In the foreground, right, is where the Dawson Duckworth automatic drinks machines are located: the Hoyer is in the far background.



NEW OUTLETS FOR OLD FIRMS

MR. Tony Infante and I have been asked to address this year's conference on the subject of the *present* changing patterns within the ice cream industry, and to expound our views on the opportunities available to us all in the industry regarding *future* changing patterns, as well as our ability to ensure a stake for our products in a rapidly-expanding market. I would add at this stage that the views expressed in this paper are in no way officially connected with the Ice Cream Alliance, but it is my hope that you will gain some benefit from the ideas that are about to be expressed.

Certainly, some of the suggestions will be found by some of you to be highly controversial, yet if they can stimulate debate from the audience, at the end of the paper, then half the effort will have been rewarded.

Because of all my years in the trade, and in conversation with fellow traders all over the United Kingdom, it is perfectly obvious to me that 99 per cent of us want the same thing—that is a fair return for our efforts. It has become self-evident that in the years since the last war, the major proportion of ice cream produced by the smaller manufacturers in this country has been marketed through the mobile sales outlet.

Equally self-evident is the rapid increase in trading discounts available, which have resulted in present-day offers of discount sales in the 50 per cent to 60 per cent region being the rule rather than the exception.

CONFERENCE SESSION

This year the paper was given in two parts, and the speakers, A. R. COLETTA and A. INFANTE developed the theme of "marketing opportunities for the independent ice cream manufacturer in the 1970s".

With his wide interest in the mobiling trade, it is not surprising that Mr. Coletta's paper was slanted towards the future of mobiling, and it is with his paper that we deal first.

Mr. Infante's contribution will be published next month.

These are facts, but I do not intend them to be taken as an attack on the independent mobiler. It must be appreciated that their demands for higher discounts have stemmed from their own difficulties in facing increased overheads together with a remarkably static turnover in sales in recent years.

It is on these two problems facing the mobiler that I should like to develop my own views on how, in my opinion, he has a golden opportunity to play a very important role in the future trends of trading in our industry.

Taking sales first, ice cream—volume for volume—does not appear to have increased substantially per mobile unit over the past few years. Both in my own experience and in talks with many van operators, it appears that the average return in sales is in the region of £3,500 per annum per van. But surely isn't this the figure we expected a mobile van to return as far back as 1962? Shouldn't we be asking ourselves why? What has gone wrong? I would venture to suggest that a major cause has been, and unfortunately still is, that there are too many vans serving too few customers. I am sure that many members of this audience could give instances of five, six, seven and even eight mobilers following each other around on housing estates throughout the country.

On the problems of increased overheads, let us again take 1962 as our reference. Since that time, though we now have available salesvans of vastly improved design, carrying

capacity and general sales appeal, the price has doubled. The cost of insurance and a road fund licence has risen sharply, maintenance costs have greatly increased, and the price of petrol has reached a point that nine years ago we thought was only a nightmare for the motorists of the Continent.

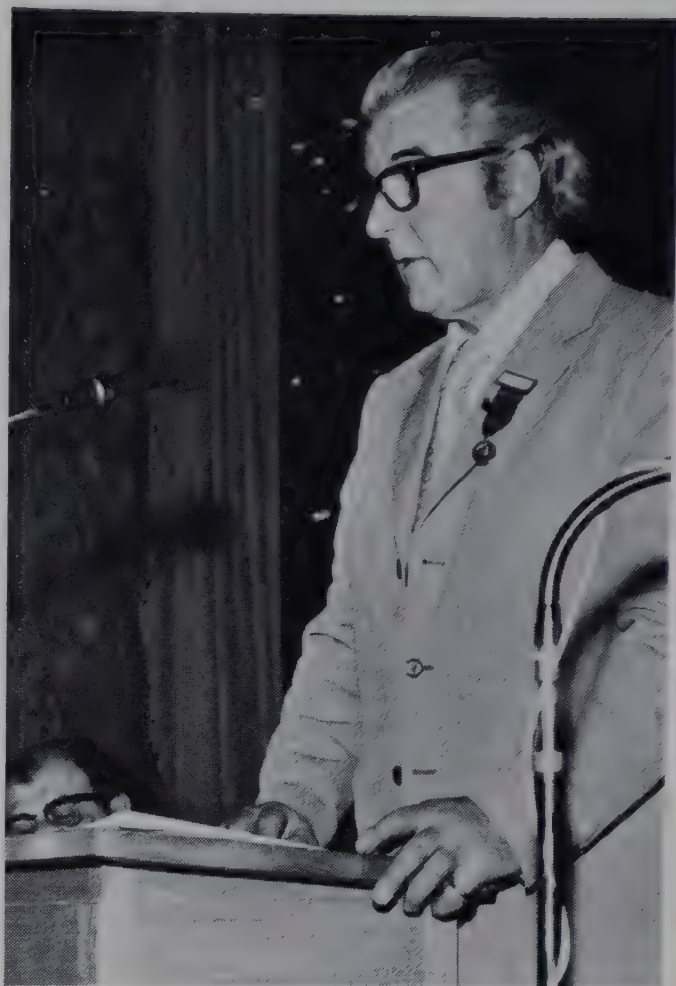
MOBILERS' GREATEST ALLY

The mobiler has indeed been able to recoup some of these costs by taking advantage of the much higher discounts offered by the trade, but my main concern is that profits might be maintained by the mobiler inflating prices or reducing portions. Let me say here and now that these are not the ways to protect your interests. Competition is fast growing against this type of trading in the shape of the home-freezer market. To many of you this competition might appear at first sight, to be a bogey-man . . . but I suggest that it could be the mobilers' greatest ally.

The housewife with, say, four children, is fast becoming aware through advertising, that she no longer need spend 10p on daily cornets for them when, for an outlay of 80 and 90p she can purchase a gallon of ice cream yielding approximately 60 two-and-a-half pence portions. In other words, a fortnight's supply of ice cream for the family at a saving of something like 40 per cent. This can only be your bogey-man if you let it happen.

Now, may I suggest what I think could make it your ally? I think that I would be correct in saying that the average time spent by mobilers selling—and I mean selling—is about five hours each day, not including school trading. Within this period, the peak selling times can be reckoned to be from about 5.30 p.m. to 9.00 p.m. with, incidentally, the last two hours being, from an official point of view, without the use of chimes.

As you are no doubt well aware, the playing of amplified chimes after 7.00 p.m. can entail, at the present time, a maximum fine of £10. Thus, for the mobiler to realise sales of say £7, £10, or even £20 during the hours of 7 to 9 p.m. only to find himself having to pay a £10 fine to the local court does not, to my mind, constitute sound business practice. Therefore, surely, we must find



Mr. 'Dick' Coletta giving his Conference Paper at the Scarborough Spa.

some other way of ensuring that the salesvan is utilised to its full capability.

I would like to submit that a mobile ice cream shop costing, at present, at least £1,500 is, to all intents and purposes idle for the greater part of the working day i.e. say from 9.00 a.m. to 4.00 p.m., with the possible exception of lunch-time school trading. Against the cost of a present-day vehicle, this is a lamentable state of affairs.

Though some of the manufacturers in this industry are well equipped to supply the supermarkets with their ice cream requirements direct, on which subject you will hear more from Mr. Infante, what can the smaller trader do to overcome his inability to compete with the larger firms' versatility, and use of large fleets for transporting large and varied deliveries on competitive terms?

May I suggest that he do exactly as he did immediately after the last war when he

continued overleaf

CONFERENCE SESSION

—continued from previous page

realised that most shops, cinemas, hospitals and other large outlets were the domain of just a few, large firms. He did in fact discover that he would have to go direct to the public, by way of mobiling. Thus it turned out that not only had he found an answer to the problem of finding a market for his products, but that over the years up until the present time, the smaller trader has won for himself a market where he is in a far stronger position than the national companies.

Surely, then, the logical conclusion must be for the small trader to face the new challenge in the ice cream eating habits of the public i.e. the rapidly-expanding home freezer market. He must do exactly as he did in 1946/7 . . . take his products direct to the public by utilising this very same vehicle profitably. In other words, delivering bulk or semi-bulk ice cream to the housewives' own door.

It should be possible for the mobiler to dispense at least 60 gallons of ice cream within a compact area during a morning and early afternoon, which would still leave the vehicle free for late afternoon and evening retailing in the normal way. If this figure of 60 gallons appears high, I would remind this audience that the sales of deep freeze cabinets for the home are growing at a terrific rate. By 1980, it is expected that 90 per cent of all households will have refrigerators of one kind or another, of which 78 per cent will be capable of storing take-home ice cream.

ENORMOUS MARKET

It is no secret, the way in which the national firms are projecting their future sales policies. One company alone expects to double its ice cream sales to cash-and-carry, home freezer and grocery outlets by 1975. And yet, from the sources from which I have gained the foregoing information, nowhere was I able to find a role for mobiles in that company's future plans.

What a wonderful opportunity, then, for the mobile trade to enter this potentially enormous market. The very problem which has dogged many of us in the wholesale trade,

that of transport and distribution, is overcome by the already-existing salesvan. Even at this present moment, two thirds of British homes have a refrigerator, half of which are capable of storing frozen foods in small or medium quantities for varying periods.

The growth of deep freeze cabinet sales will mean an increase in the demand for readily-available bulk ice cream over the next few years. There is no reason at all for any restriction on the potential gallonage sold through each van. Indeed, the mobiler might in the future find himself in need of a dual-purpose vehicle, specially constructed to hold bulk units of ice cream for his door-to-door deliveries, and yet still retaining part of his vehicle in the conventional way for retail street trading. Judging the van construction firms and coachbuilders on their past merit, I am sure that this would be a challenge taken up by them, provided of course that the demand was forthcoming.

DELIVERY ADVANTAGES

The advantages of home deliveries to the consumer are many. Very few housewives can really enjoy lugging home the shopping. Even the fortunate ones with a car find that lack of parking space near the main shopping centres makes shopping a doubtful pleasure. Added to this is the difficulty in transporting frozen food, where ice cream particularly is the most difficult item for the housewife to get back to the home.

We manufacturers, small and large alike are all, without exception, anxious that the public should enjoy our products in the perfect condition in which they leave our cold storage. After all, we spend a tremendous amount of thought and ingenuity in ensuring that the texture and palatability of the product is at its very best when handed to the customer, and it is a great shame that this may be impaired if, during transport from the shop to the home in unrefrigerated conditions, the ice cream is allowed to get soft and then re-hardened in the home-freezer with the inevitable loss of some of its perfection as far as texture and palatability is concerned.

In any case, I submit that the housewife prefers not to have to rush home from the

shops because she is worried about the condition of our products which we hope she has purchased. Today's high prices of many items demand that she be able to shop at her own pace, in order that she can buy wisely. Possibly she likes to have a coffee after her purchases, or visit the shoe shop or the hair-dressers. And why not?

Indeed, how much ice cream is *not* being sold for these very reasons? Is it not logical, therefore, that the housewife would welcome at least frozen products delivered to her door, together with the added bonus of a saving in cost to her?

Alternatively, or even possibly in addition to home deliveries, there are countless further outlets for the mobiler. What about the many small cafes, the little grocers' shops tucked away off the main shopping centres or situated between the large multiples? These small establishments, by virtue of their size and small turnover, are invariably not a profitable undertaking for the national firms. I would suggest that 30 such establishments, taking only two gallons of ice cream each, would account for the 60 gallons which I mentioned was a possibility earlier in this paper.

Now so far, I have suggested a home delivery service utilising your existing vehicles, already perfectly capable of doing the job. Thus, any further capital outlay is unnecessary, apart from the extra running costs and labour involved. Quite obviously, the use of a specially-constructed dual-purpose vehicle would suit the part better at a later stage, when demand justified a move along these lines. But I can assure you that such demand will not be too far away.

MOBILE FROZEN FOODS

And why stop at this? Why not the advent of a mobile frozen food shop? Attractive, bright, hygienic interiors, brightly lit, with a centre aisle between open display cabinets, would provide facilities for the customer to walk right in the vehicle, purchase all the frozen foods needed for, say, one week, and get these purchases back to the home freezer cabinet without delay.

We already have ample power these days for electrical supply, from the types of generator such as were fitted to the first soft-

serve vehicles. These would be quite sufficient to run all necessary lighting, as well as, for example, four cabinets each of 16 cu. ft. capacity.

I am convinced that the salesman, too, will give a better performance, by working a delivery system during the hours that I have suggested. At present, he is more often than not putting his van away and getting back home probably around 10 p.m. or even 11 p.m. to be faced with sour looks from the family for not spending enough time with them. Obviously, he would still be able to retail until late if he so desired, but the choice would none the less exist.

A GOOD OPPORTUNITY

For those of us with a small fleet of mobiles, or even those with just the one van, there is ample opportunity, by other means, to run a home delivery service. May I suggest the use of a simple shoulder-carrying insulated container, costing in the region of £10? Capable of holding three dozen 17 oz. family packs for a period of 2-2½ hours, they can be used by a team of part-time salesmen, who might saturate a pre-determined area, say, between 6.30 and 8.30 any evening, with an extra shift on Sundays between 12 and 2.00 p.m. to catch the lunch-time family pack trade.

Obviously, these areas would have to be prepared by handbill distribution and other forms of local advertising, giving details of the type of service offered, with prices and times of delivery and so on. This type of selling has, of course, been tried in the past and was, I believe, quite successful. It was curtailed by those firms who tried this method because of labour difficulties. I would venture to say that this need not be a significant problem to the smaller trader, with all the ingenuity that he has shown on numerous occasions in the past.

The rapidly-expanding demand for our products is assured. The fact that such demand might not be in those markets which are most convenient for us to enter is a challenge which is, I am quite certain, within our possibility to accept. Versatility is the key: expansion and profitability lies on the other side of the door.

AFTER A YEAR IN OFFICE

PRESIDENT ILARIO GUERRI GIVES HIS YEAR'S REPORT AT THE 27TH ANNUAL GENERAL MEETING OF THE ICE CREAM ALLIANCE, HELD AT THE ROYAL HOTEL, SCARBOROUGH, 21 OCTOBER 1971.

AT this stage of the meeting the Agenda accords me the privilege of reporting to you on the activities of the Ice Cream Alliance during the last twelve months, and in particular to comment on those events which in my view have once again demonstrated the value of well-supported and effective trade association work. I do not hesitate to claim these two features as characteristic of the Association's activities, and I have on many occasions during the last year experienced a deep sense of satisfaction and pride when representing the membership of the Alliance and heading delegations negotiating on behalf of Britain's ice cream traders.

SAFEGUARDING INTERESTS

The pages of your Council's annual report which we shall be considering as the next item of the Agenda will have outlined for you in general terms, and indeed in some instances in considerable detail, the wide range of special events and regular routine matters which have combined to demand the active and alert attention of the Association with a view to safeguarding the trade's interests. I do not intend to cover this ground again; rather would I like to reflect a little more widely than can be expected in the essentially factual terms in which the annual report has to be couched, on some of the problems which have been under discussion during recent months, and which no doubt will be with the trade in the months ahead.

To mind comes immediately the question of ice cream prices. It is not too long ago that the ice cream trade quite proudly and with justification claimed for its products a price

stability which compared favourably with any other food, and indeed there were those in the trade who had begun to question whether in the course of the keen competitiveness which has always been a feature of the British ice cream trade some manufacturers had not lost sight of the needs to maintain their business on a viable, economic basis.

It was the Government in 1962, with its policy of using products of the ice cream trade as a means of raising additional revenue, which forced the trade to begin a re-assessment of its pricing structures. Although the trade was slow to react to these developments, any choice in the matter was increasingly denied them as the taxation level rose higher and higher and the costs of their raw materials and general overheads steadily advanced.

DISCRIMINATING SURCHARGE

The problem of increasing overheads and raw material cost is, of course, one which the ice cream trade has to share with other food industries, but the purchase tax burden which even after the slight reduction made in July of this year still amounts to almost one-fifth of the product's wholesale value, is a discriminating surcharge on ice cream which hampers the industry's progressive development in a most competitive market.

The ice cream trade has not reconciled itself to this unreasonable treatment, which judged from any point of view can but be considered a flagrant injustice. Your Council made this once again clear to the Chancellor prior to his Spring Budget and again when

SCARBOROUGH — 1971



A picture which sums it all up—part of the display of salesvans overlooking the beach. A little damp underfoot, to be sure, but it would have taken much more than a few showers to wipe out the enthusiasm of the delegates.

the opportunity arose to comment on the proposals to replace purchase tax with a value added tax system in 1973. It remains our contention that ice cream is entitled to exemption from purchase tax as are other foods, and that when V.A.T. is introduced there should be no discrimination against ice cream in its application.

Increased costs of overheads, and particularly the rapid advances of the price of milk powders and butter during the last twelve months, have caused the trade particular concern. It is clear that these increases have their origin in advancing prices for these materials in the world market, but the Government's intentions to align the British economy to that of the Common Market has

no doubt added a further stimulus to these trends. These increased costs will of course affect all foods which include these ingredients, but ice cream is the more affected as it has to comply with a legal standard which lays down minimum quantities of both fat and milk solids, and is afforded therefore very little opportunity to make adjustments to its composition with a view to using alternative ingredients not affected to the same extent by these price increases. Your Council have taken pains to point this out to the Ministry during the discussions on the establishment of import levies which took place during the early summer of 1971.

continued overleaf

PRESIDENT'S SPEECH

continued from previous page

Higher prices for ingredients and perhaps a re-alignment of the Ice Cream Standards legislation are matters on which members may wish to ponder when they consider the advantages or disadvantages of Britain joining the E.E.C. Whilst this issue will obviously be decided on much wider and generally speaking political considerations, you may be assured that your Council is fully aware that any entry into the Common Market may bring with it matters likely to affect the ice cream trade. They are, however, also confident of their ability to represent the trade's interests in this connection and to ensure that the British public will continue to be able to purchase the excellent products which are at present available to it, and which have over the years achieved its acclaim.

It has been a year of considerable activity in the field of local legislation, and I have been particularly impressed by the efficiency with which our Liaison Committee with the Ice Cream Federation, guided by our Parliamentary Agents, have addressed themselves to the negotiations which this has involved. The close contact maintained between the Federation and the Alliance has been very welcome and has borne fruit on other matters, and in particular on the question of purchase tax and value added tax.

KEEN INTEREST

The Ice Cream Alliance may not be among the larger trade associations in Britain, but in enthusiastic rank-and-file support there can be few other organisations which could measure up to its record in this connection. My contact with other Branches and Divisions over the last year has given me ample proof of the keen interest with which the membership follows the work of your Council, and I have been able to bring to our meetings much useful information and advice collected at first-hand from the membership. My thanks go to those members who have co-operated in this way, and my special thanks go to your National Executive Council, with whom I have found it interesting and stimulating to work, and who have

contributed so much to making it possible for me to remember my term of office with satisfaction and pride.

Like all your Presidents for the past two decades I was able to take up my duties in the happy knowledge that the Association's administration and financial position was firmly established on a sound basis, and it gives me pleasure to be able to hand over my duties to my successor in the knowledge that this situation has again been maintained. If later in the meeting I shall be recommending to you that you agree to a subscription increase as from September 1972 I can do so without apologies, and without having to suggest that sudden unforeseen contingencies have forced such a decision on our Council. It is only prudent anticipation of the needs in the years ahead that prompts us to recommend to you today the payment of a higher subscription as from next year, and is but a continuation of a subscription policy which has served the Association well in the past and which I feel sure will receive the endorsement of the membership at this annual general meeting.

SINCERE GRATITUDE

As my term of office as your President comes to an end, I wish to express to you all my sincere gratitude for having chosen me for this high position. It has been an experience which I shall always value highly, all the more so as it has given me such a wonderful opportunity to observe the workings of our Association at such close level. It seems to me that much of the success of the Ice Cream Alliance is due to the personal contact which exists between the membership and the Association's officers and staff, and the active involvement of your President in this way in the Association's work has added much to the exhilaration and pleasure which I have experienced whilst in this position.

I thank you again for the honour extended to me and for the hospitality and friendship extended to my wife and myself on so many occasions during the last year. On my part, I hope that I leave you with the feeling that I have carried out the duties of this high office to your satisfaction.



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WPJ5

OILS AND FATS

Last month, George Stagg dealt in a general way with fats—other than dairy products—which could be used by the ice cream industry, and he also dealt with the sources from which these oils and fats were obtained.

This month, BASIL CROWHURST M.R.I.P.H.H., M.B.A.C., L.M.R.S.H., deals with the use of these fats in the manufacture of ice cream.

PRODUCTION of ice cream of the type containing vegetable fats, either alone or in conjunction with butter-fat, has always been greater than that of the dairy product; and with the present price trend of butter reaching astronomical levels, it is quite likely that sales of vegetable fat ice cream will increase.

On the other hand, this does not mean that this type of product is “cheap”: the world price of vegetable oils has increased, but these prices do seem to fluctuate more, and when supplies are freely available, prices tend to come down.

Ice cream fats are usually compounded from a variety of different fats and, as world prices do not always change simultaneously for all types, the combination may at times be varied to meet price requirements of a specific type of product. Such a change in composition may well adversely affect the finished ice cream product and it can therefore be advantageous to the ice cream manufacturer to confine himself to using a specific fat or oil. This will mean at times that a price increase affects him immediately but he is ensured of a regular supply of a fat showing, at all times, the identical characteristic.

Liquid vegetable oils are not particularly satisfactory in ice cream: first, they are difficult to homogenise adequately, and quite high pressures are needed at this stage. And also, there is the tendency for the finished ice cream to have a slightly “oily” taste, no matter how well it is processed.

But by the process of hydrogenation, whereby the liquid oil is changed into a solid fat, the use in ice cream is altered, and generally such hardened oils (or fats, as

they are known) do blend quite successfully into ice cream, and give a bland flavour which can take any of the commonly used flavours, such as vanilla or strawberry.

Hydrogenated oils commonly available are palm oil, palm kernel, coconut, and groundnut, and any of these are suitable for ice cream, and in price generally follow the order mentioned, with H.P.K.O. towards the top and H.G.N.O. at the lower end of the scale.

These hardened oils are free from moisture, which means that for calculation of quantities for recipes, these are 100 per cent fat. They normally require relatively low homogenisation pressures, around the 1,000 lb. per sq. in. level, and indeed, if too much pressure is given to a mix containing a hardened fat, it may well be found that the mix may form a skin when it stands, due to a microscopically thin separation of fat globules.

While these hardened fats are very successful, and will make the finished ice cream fairly firm, or will give good stand-up properties when dispensed from a soft-serve freezer, there is the possibility of the ice cream having a slightly waxy texture and flavour, particularly where the fat content is fairly high.

To overcome this, it is therefore better to blend these hardened fats in the mix; that is, not to use all 100 per cent hardened fat, but partially to replace this with some softer fat, such as a good quality margarine. Such margarines themselves are made from partially hardened oils, but are blended to be softer in texture, and they also carry up to

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OILS AND FATS

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16 per cent moisture. This softer-textured margarine will blend into a hardened vegetable oil very successfully, and the benefit of the two together can be used to advantage, especially with soft-serve ice cream. It is also for this reason that some manufacturers like to blend in some butter with the hardened oil.

Remembering that a margarine (or butter) will contain 16 per cent moisture, or 84 per cent actual fat, a typical combination would be to make the total fat content of the ice cream recipe from 70 per cent hardened vegetable oil plus 30 per cent margarine: this would be suitable for soft-serve ice cream, but in an ice cream for general use, probably for pre-packing, it may be found better to use 60 per cent hardened oil plus 40 per cent margarine.

Obviously there are endless combinations of these fats, but a little careful preparation will soon show the correct mix that suits a particular purpose.

Another distinct advantage for the ice cream manufacturer is that hardened vegetable oils do not normally suffer from rancidity, and their shelf-life is good. Occasionally, a fat may give slight "back taste", but this is rare, and is usually due to imperfections in the refining. Such fats will be replaced by any reputable supplier.

The refining process of the pure vegetable

oils is so good, prior to hardening, that it is usually impossible to detect any characteristic oil flavour: for example, groundnut oil cannot be detected by taste after refining and hardening, and will taste almost the same as any other hardened oil—yet everyone probably is aware of the fairly strong flavour of peanuts, from which the oil is derived.

While several other oils as mentioned in last month's article are available commercially, they rarely find their way to the ice cream trade; they are more normally used industrially for other food manufacture, in the form of straight oils, and one does not commonly find these hardened. Those offered to the ice cream trade will usually be only those already discussed as hardened oils.

Referring back for a moment to the homogenisation pressure, whereas it was suggested that this should be comparatively low for a sole hardened fat, where there is a blend of hardened fat and margarine or butter, the pressure should be increased, and with about 30 per cent of soft fat, can usefully go to about 1,600 lb. per in. pressure.

Properly used, vegetable oils provide the ice cream trade with an excellent source of fat, which is neutral in flavour. This enables the manufacturer to give the finished ice cream the desired flavour without having to concern himself with masking flavours inherent in the basic ingredients.

NEW PATENTS

PUBLISHED SPECIFICATIONS, ETC.

High Maltose Starch Conversion Products. A partially hydrolized starch is enzymatically converted for concentration and, perhaps, refinement into a non-crystallizing high-maltose syrup which is particularly useful in frozen desserts, confections and the like.

America No. 3,565,765 CPC International Inc., La Grange, Ill. (USA) (Filed 27-12-66; issued 23-2-71).

Ice Cream Preparation. The mix is applied to the conical edge of a relatively large rotating disc, this edge provided with protrusions grouped in a manner to urge the mix towards the centre of the cone edge. The disc rotates concentrically within a refrigerated ring jacket leaving a small gap where the mix becomes worked while being

frozen and scraped, rapidly turning it to soft-ice consistency for discharging—on removal of a closure baffle—via an orifice through the refrigerated jacket.

Germany No. DAS 1,936,891 R. Delaidotti, Offenbach (Germany) (Filed 19-7-69; issued 21-1-71).

Carbonated Slush Ice Dispenser. Into an agitator tank which communicates with a freezer drum is deposited water, vegetable gum and glycerine and this mix is eventually chilled causing an increased viscosity by producing frozen particles, whereupon it is subjected to saturation carbonation converting the ice to a fluffy and highly stacked frozen food product for dispensing it from the freezer drum. Alternatively the dispenser can produce merely soft ice cream in the conventional way.

Canada No. 865,389 C. W. Soggins, Atlanta, Georgia (USA) (Filed 1-12-67; issued 9-3-71).

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Diplomas and Diplomas of Merit:	Fredericks Ice Cream, Chesterfield Truffelli's Super Cream, Sheffield G. Porrelli and Co. Ltd., Paisley Davis Brothers, South Shields Sabini Brothers, Bolton Lewis Brothers, Hoole, Chester

to each, our congratulations

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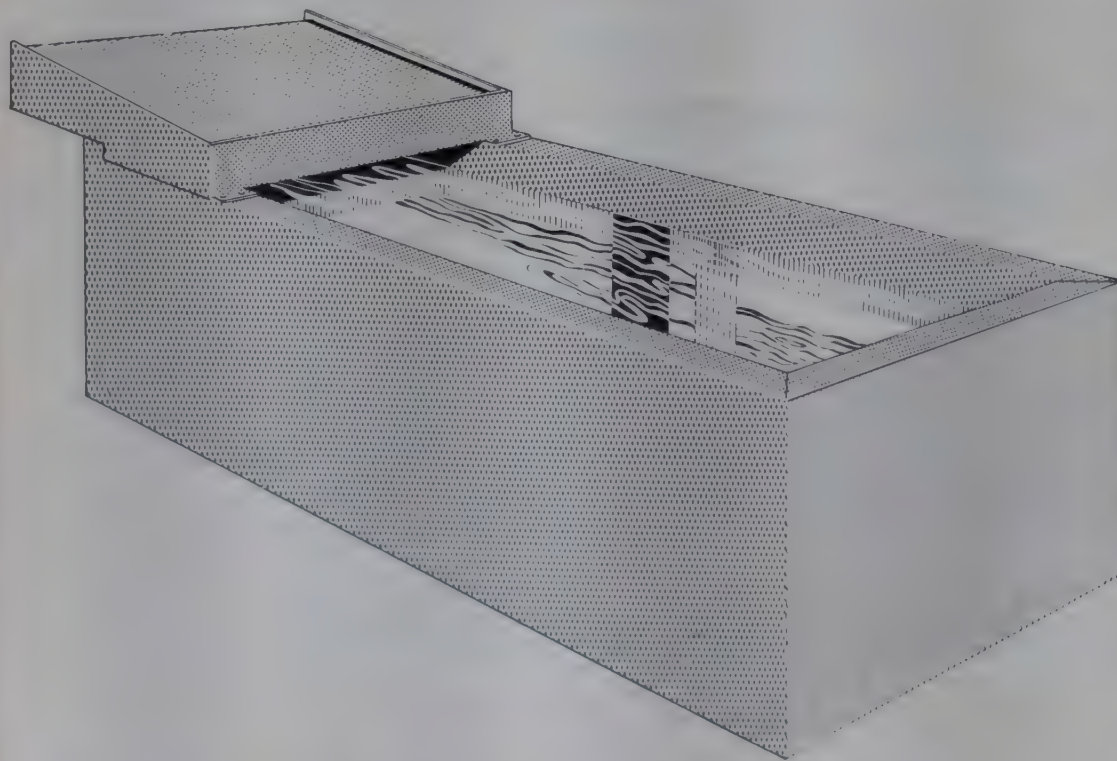
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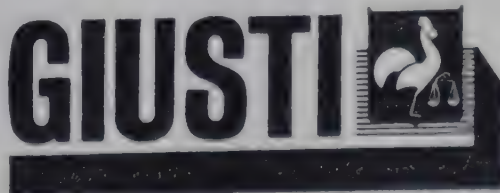
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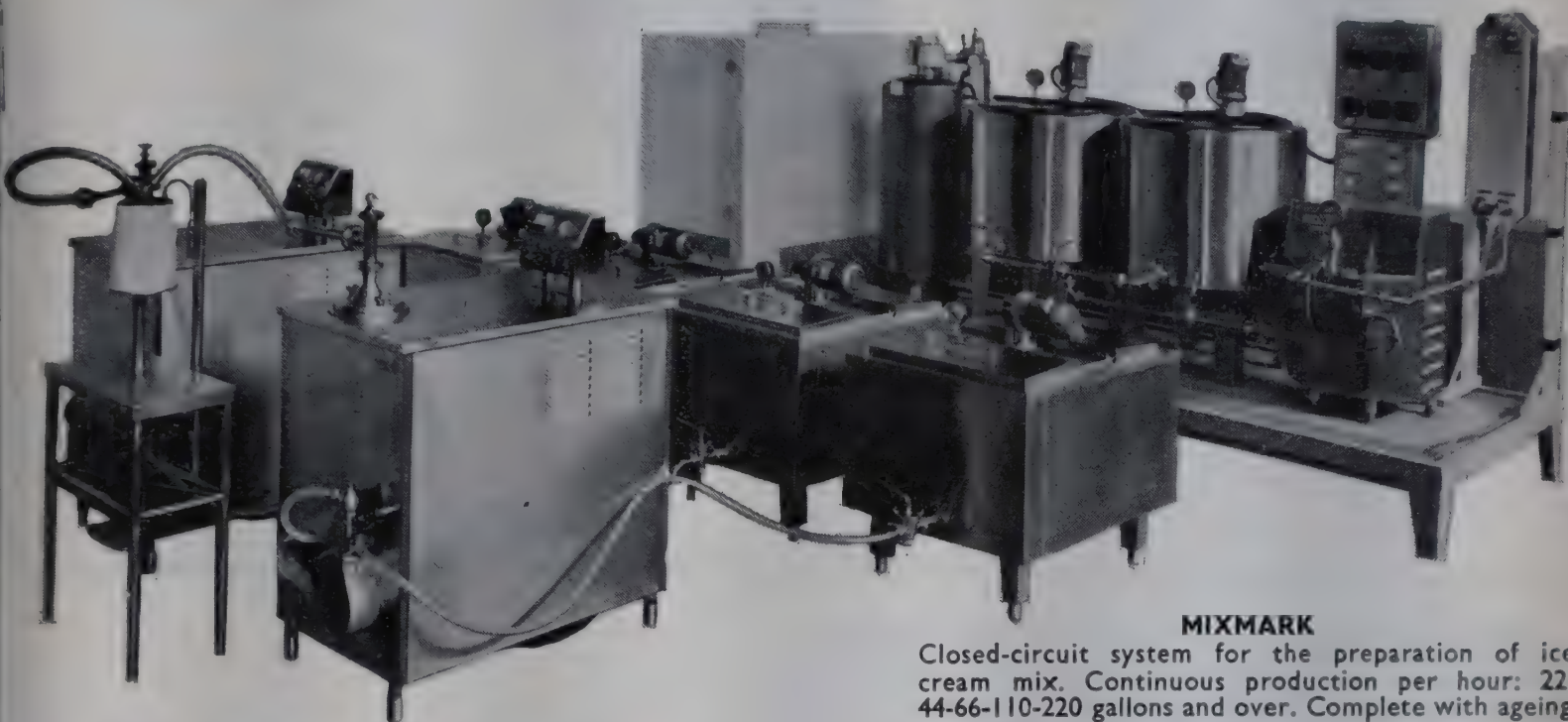
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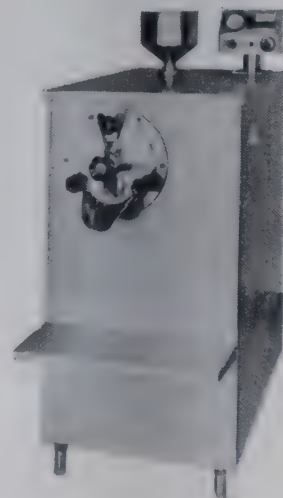
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FOR SALE (continued)

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TWO ORIGINAL Mr. Softee vans, 1960 Sweden freezers, good condition, well maintained front and back engines. £500 each o.n.o. Tel.: 0606 74009.

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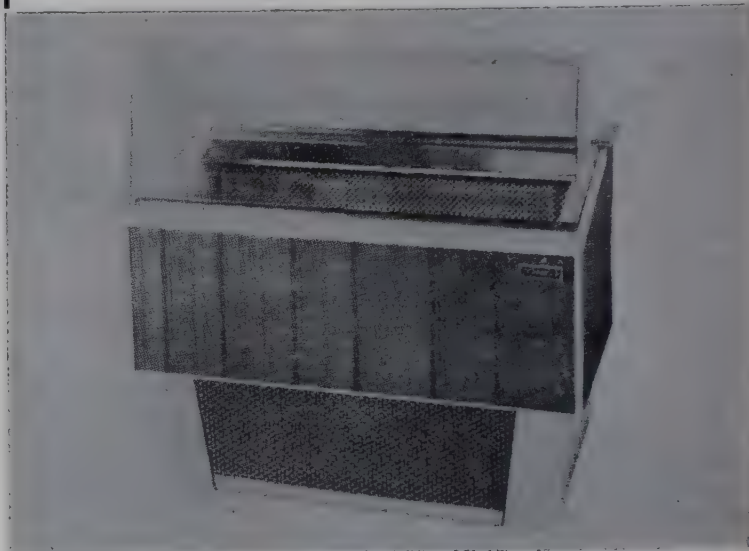
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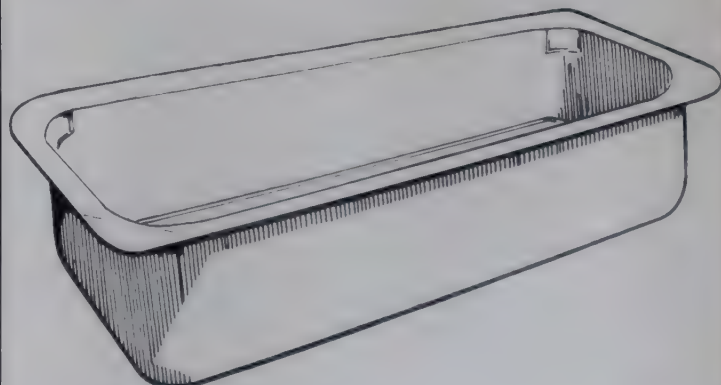
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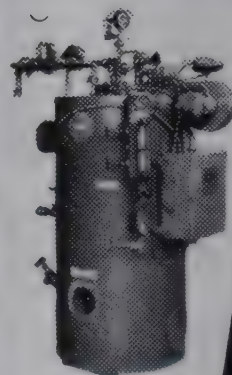
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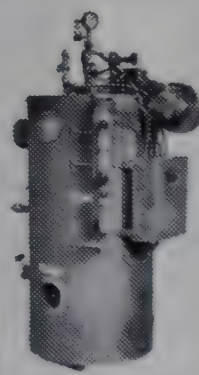
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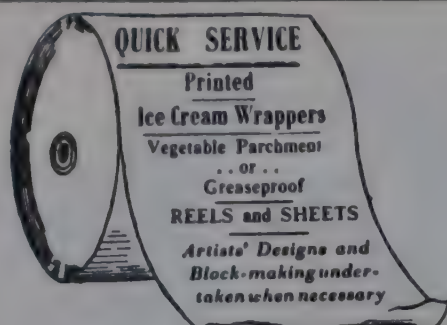
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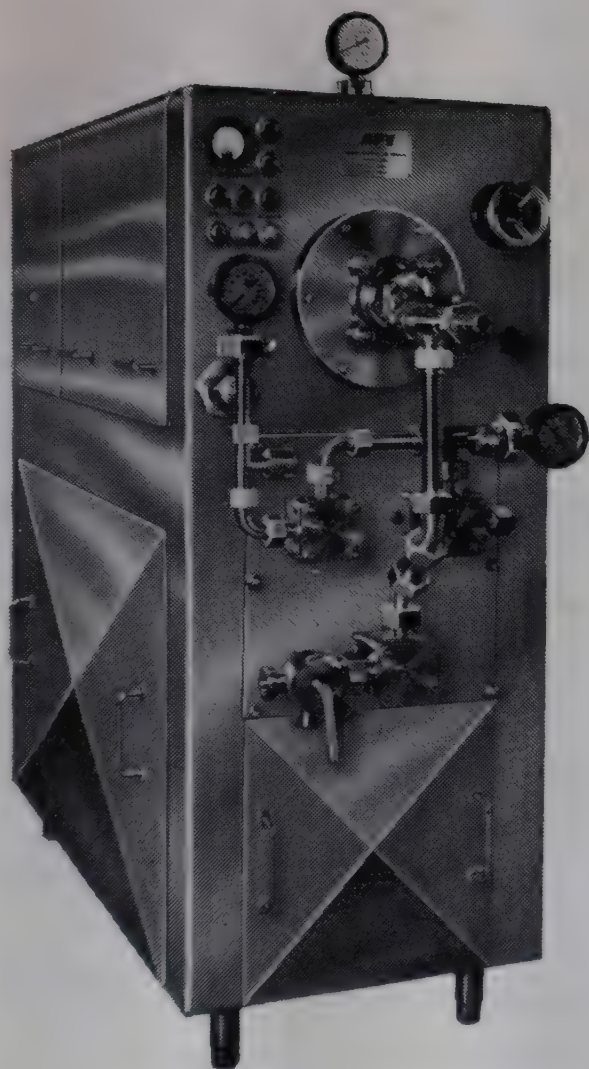
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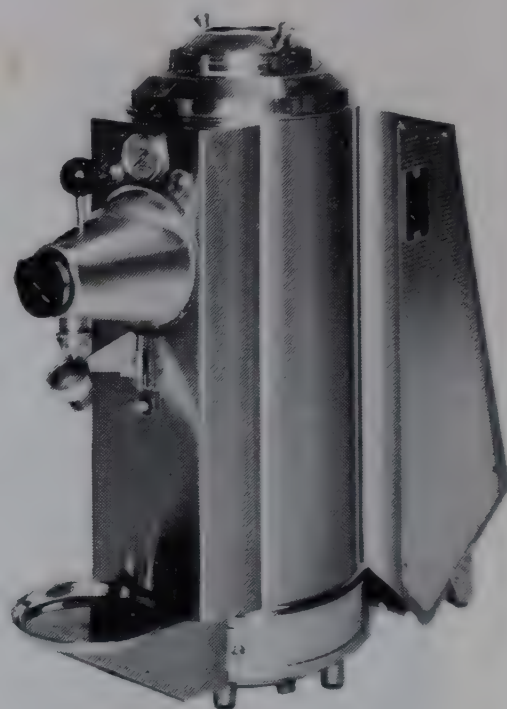
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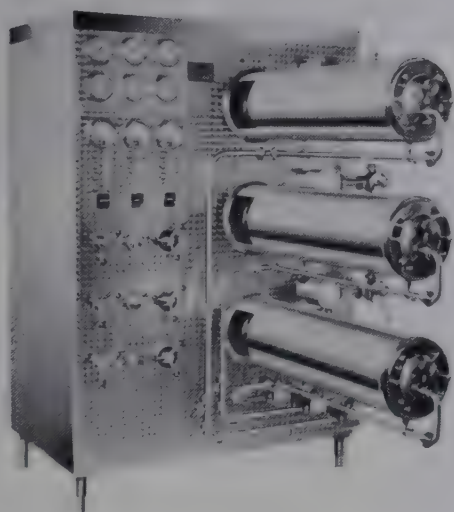
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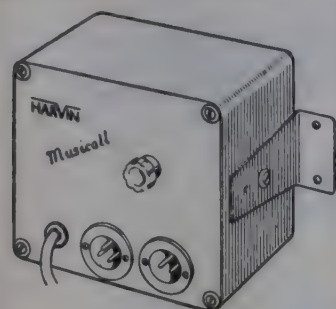
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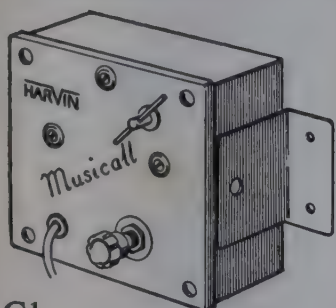
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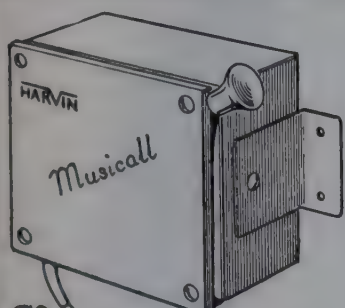
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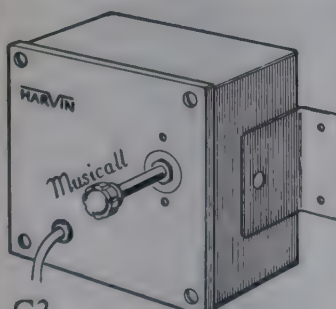
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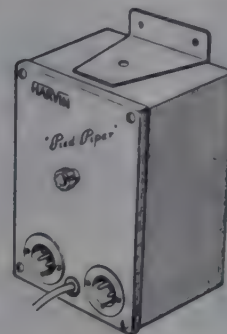
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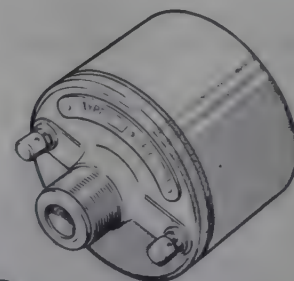
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C3



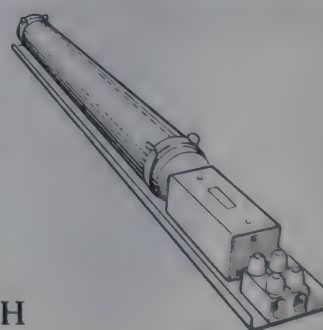
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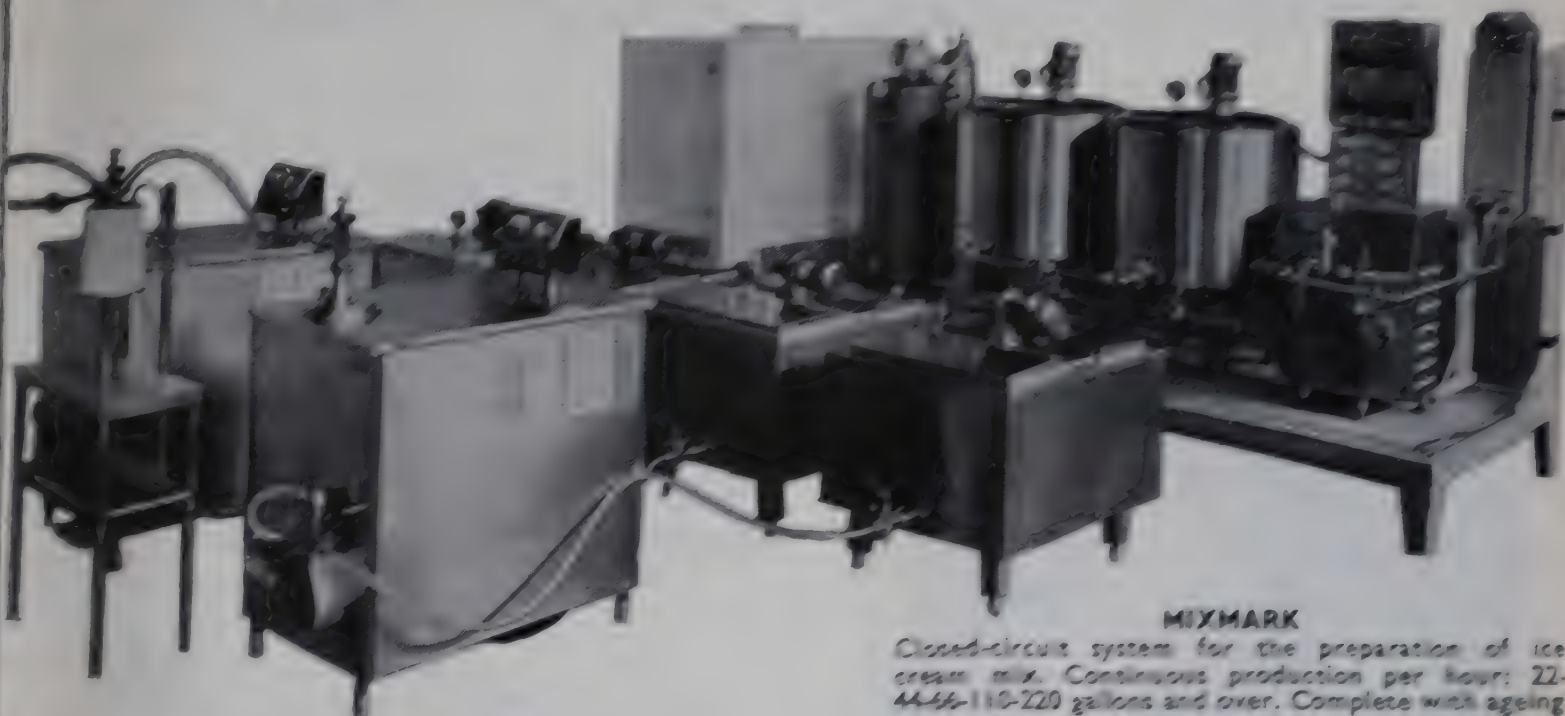
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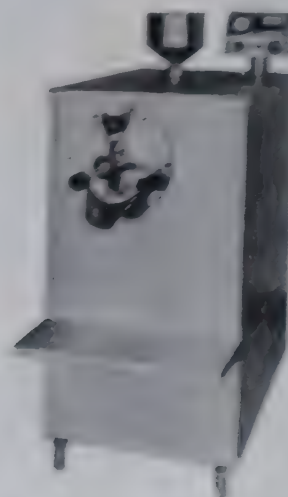
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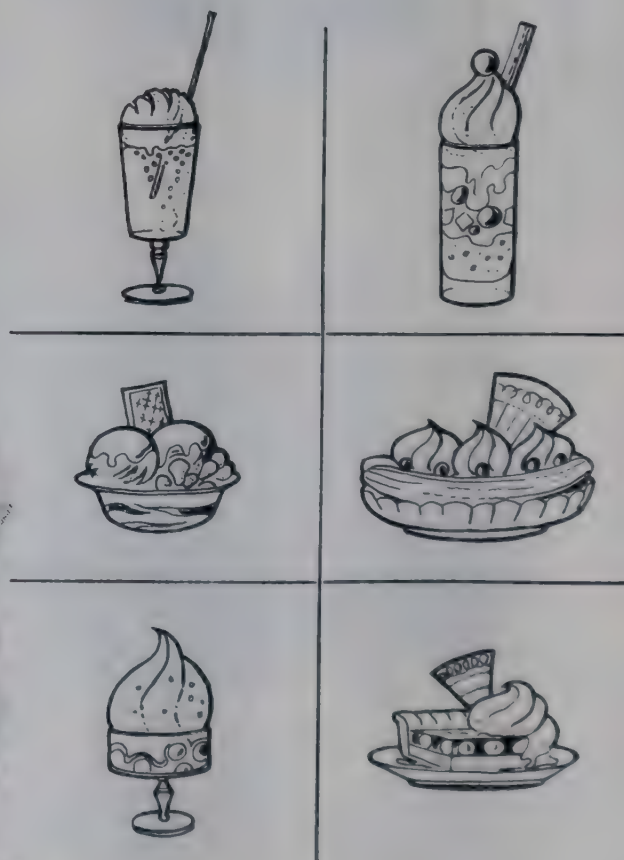
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ICE CREAM

and FROZEN CONFECTIONERY

*Official Journal of the Ice Cream Alliance and the
leading magazine of the British ice cream industry*

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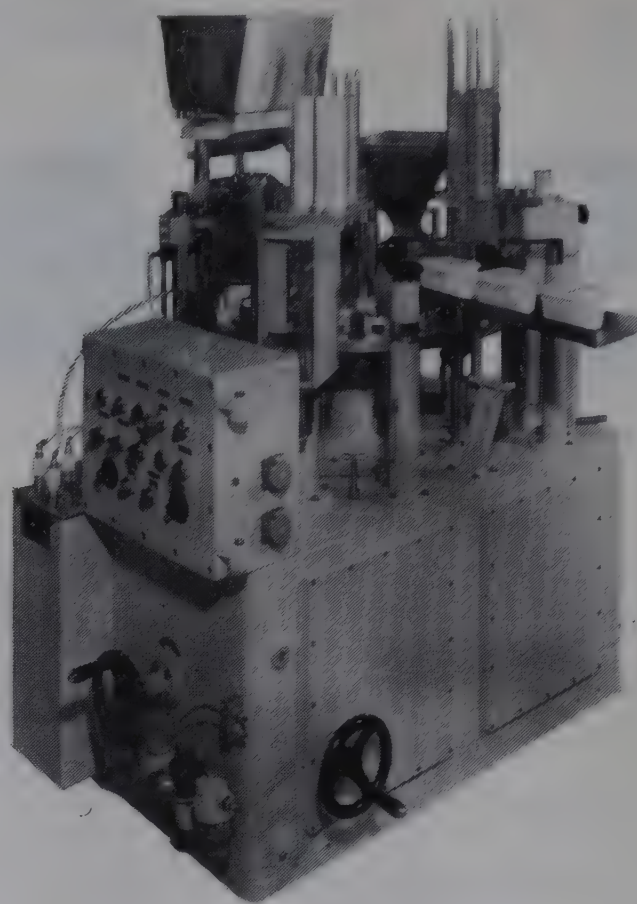
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ICE CREAM

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WHAT'S IN A NAME?

TOPIC IN THE NEWS

REPRESENTATIVES of dairying interests are wont to regard ice cream as no more than just one of a number of means of marketing their products, and it should therefore not come as a surprise to find them bringing their considerable influence to bear on any discussion of ice cream standards with a view to ensuring the largest possible use of dairy products. Their salesmen follow up this policy by making it a habit to refer in their public statements to ice cream containing any fat other than butter as “ersatz” or “synthetic” products.

AN INDUSTRY IN ITS OWN RIGHT

This approach would deny the manufacture of ice cream its entitlement to be regarded as an industry within its own right, and would suggest that the public, when purchasing ice cream, expect no more than a portion of chilled cream. In fact, ice cream is a complex product of which more than a third of the ingredients is invariably of non-dairy origin.

British Standard legislation allows for the use of both milk and non-milk fats, and there is little if anything to distinguish between the two types of product on account of palatability and texture, and, indeed, of nutritional value. In immediate competition with each other there is little to choose, and the success of a non-milk fat ice cream at the Paris International Competition in 1971 — where it was placed first amongst forty entries by a panel of, in the main, “dairy-minded” judges — demonstrates this convincingly.

In the long run it would almost certainly serve the dairy interest best to encourage rather than hinder independent development of the ice cream industry and not to try to shackle it so tightly to its own interest so as to stifle its natural progress.

A ROSE BY ANY OTHER NAME . . .

The reaction to such attempts can already be seen in proposals in the latest round of international standard discussions, where a suggestion is being made for the introduction of a product which would contain neither milk fat nor milk protein. This is not a move which the trade in this country would welcome, but it must be accepted as an obvious reaction against the cavalier attitude to the ice cream trade adopted by the representatives of dairy interests.

Eventually, the customer will always get what he wants and his own good sense will insist that this be of the quality required to meet his needs. He will recognise the rose by whatever the name.

● BANQUET WAS A SELL-OUT

WELL over 300 guests attended the annual banquet of the Northern Division of the Alliance, held at the Roker Hotel, Sunderland, on 30 November, and so keen was the desire to attend the function that an overflow had to be accommodated in the hotel's grill room!

After Divisional chairman J. Seghini had welcomed the guests, who included past president H. J. Halligan and general secretary L. Frank and their ladies, the Rev. Canon E. Avery proposed the toast to the Alliance, coupling this with the name of presi-

dent R. A. Jobes. He confessed to being a lifelong and enthusiastic consumer of ice cream, a habit he had acquired in early childhood when, following a serious illness, his family doctor had placed him on an ice cream diet with a view to reviving his flagging appetite.

Showing himself keenly aware and interested in the activities of the ice cream trade, he went on to wonder whether Britain's entry into the Common Market might not bring competition from Continental ice cream manufacturers, and to express the view that his personal knowledge of the excellence of British

ice cream seemed to indicate that such a challenge could be faced without undue concern.

President Jobes, in responding to the toast, outlined briefly but with penetrating clarity the reasons why the Alliance should receive the support of all members of the trade, particularly stressing the sound democratic basis of the organisation which gave every active member full opportunity to take part in developing the Association's policies.

Reporting on his recent visit as a representative of the Association to the conference of the French ice cream traders, he

IN MY VIEW

● EVENING OUT IN EPPING

AN invitation from Mr. Arturo Pelosi took me, for the first time, to his La Taverna, in Epping High Street, for the buffet dance of the East Anglian Branch of the Alliance just recently.

And very good it was, too. An excellent informal evening with everybody enjoying themselves to the full. No speeches, but the excitement of the presentation of the Silver Challenge Cup, horizontal freezer ice cream class, to Aldous Ice Cream, of Norwich. The cold meal was followed by a delicious apple tart and ice cream, and during a break in the dancing a little later on a welcome cup of coffee was served, and ice cream cones were also available.

I must compliment Mr. Pelosi particularly on the trio which played during the evening—not too loud, a gentle and tuneful vocalist, and good fun all round.

● ON THE TELLY

A USEFUL piece of ice cream public relations work was carried out by Mr. Robert Equi a little while ago when he appeared on Scottish television. During the October conference one of the producers from the station telephoned the conference headquarters to ask if anybody could help them with a programme they wanted to put out.

Having read in the national press all about the conference and the ice cream competitions in particular, the producer wanted to film an item with one of the judges from his area to explain to viewers just what it was all about.

And who better than Mr. Equi? As an N.E.C. member as well as being an experienced judge, he was able to show just how the judging is carried out and was able to answer questions about the competitions and about the trade in general.

● INTEREST ON COMPENSATION

I HAVE heard from our rating and valuation consultant, Mr. John L. Seago, that the interest payable by local and public authorities on compensation in respect of land compulsorily purchased is now governed by the Acquisition of Land (Rate of Interest after Entry) (No. 3) Regulations, 1971.

What this means is that where the acquiring authority enters on and takes possession of land prior to compensation being paid, interest at the rate of 7½ per cent per annum is payable. These regulations apply throughout England and Wales, and complementary regulations have been made for Scotland.

Local authorities have power to enter upon land and premises after giving not less than 14 days' notice of their intention to do so; those affected should make sure that their claim includes this interest element.

referred to the discussions which had taken place on the question of the quality of ice cream as manufactured in Britain and on the Continent. He congratulated in particular Mr. Toney Minchella on his success in taking first place in the international ice cream competitions organised in Paris, and expressed his appreciation of the fine support he and other British ice cream manufacturers, who had also been successful in the competition, had given to the argument advanced in favour of British ice cream being supreme.

Concluding the speeches, Mr. L. Frank outlined the success of

the Association's work during the 1960s, and assured the members of the Northern Division that the Alliance was geared to face the problems which the 1970s were likely to bring for the trade. It was his view that far from having to fear any competition from Continental products it was the European ice cream manufacturers who would have to be on the lookout to meet a challenge from this country.

If British ice cream entered in the international competitions had so clearly found favour with the Continental judges, it seemed reasonable to suppose that the consumer on the Continent

would be just as favourably impressed if supplies of the British type of ice cream were made available to him.

The presentation of 36 national ice cream competition awards, including two silver medals, concluded the official part of the festivities, and the evening continued with dancing — only interrupted by the discotheque session in which the art of "discothequing" was explored to the very limits!

With particular pleasure the gathering welcomed back their Divisional secretary, Mr. A. M. Maule, after his serious accident in December 1970.

by Scoop



The beautiful bride is Ann Gloria Collins, 23-year-old daughter of Mr. and Mrs. Ken Collins (he is vice-chairman of the London & Home Counties divisional committee), and the groom is 23-year-old Allan Knud Andren, from Denmark. Younger sister Giulia was the bridesmaid at the St. Mary's Church, Clapham, ceremony, and 85 guests attended the reception. The newly-weds emigrated to Canada in December.

● UNJUST PAYMENT

ALL streets in Darlington are "markets" if trading takes place in them, said a spokesman for town's Markets Department. He was answering a query as to why ice cream salesmen should need a licence to sell in the streets and pay a £4.50 fee. He agreed that Darlington was probably the only town in the county where such a licence was imposed. This was not a money-making scheme, he added, but a form of control.

Mr. R. Notarianni expressed the view of other ice cream salesmen deploring the licence fee. It was unjust that they had to pay while grocery vans were exempt. The "pirates", people coming in from outside to sell their ice cream, also evaded the licence fee. The ice cream van owners felt that this was just dead money and they got no benefit or protection from it.

More SCOOP overleaf.

SCOOP

continued from previous page

● HOT AIR ABOUT ICE CREAM

IT'S a pity that *The Sunday Times*, having taken all the trouble to send a reporter to the head office of the Alliance to clarify certain points about the manufacture of ice cream, should, in the article which followed, have made such a hash of it all. Not only did a member of the head office staff spend a great deal of time with the reporter, but he also took her to a leading London ice cream factory so that she could see for herself what it was all about.

The article, in the 19 December issue, was all about "convenience" foods, and about how much time they actually saved the housewife and at what cost. They made the statement, for example (if it can be believed) that fish fingers actually contain more batter than fish, or at best the ratio is 51 per cent fish to 49 per cent coating.

"Today", they reveal, "there is no longer any cream in most ice cream", although they do concede that all the fat in dairy ice cream has to be of dairy origin. They also make the staggering discovery that ice cream contains emulsifying agents and stabilisers, some of which are made from . . . wait for it . . . seaweed!

The final cry of indignation comes over the question of overrun. "the manufacturers' word for increasing bulk, mainly by whipping in air during the freezing process. Wall's, the ice cream giants, operate at 80 to 120 per cent overrun, contending that this is the right balance for palatability". And having made this monstrous charge, with its unwritten implication that ice cream manufacturers are doing something underhand with all this overrun business, they do drop in the statement that "no air at all would make a very unpleasant ice cream"!



A proud moment for the Division as national president R. A. Jobes congratulates members of the prizewinning Tartaglia family. From the left are Divisional chairman E. Pelosi, Mr. R. Tartaglia, Mr. P. Tartaglia, Mr. Jobes, and Mr. A. M. Tartaglia.

● TARTAGLIAS RECEIVE THEIR AWARDS

THERE are so many Tartaglias over in the Cotswolds that many people have difficulty in sorting out exactly which one is which—especially as they all have at least one attribute in common, namely the ability to make first-class ice cream.

And just recently the South West England Division of the Alliance were able to pay a just tribute to the family when, during the dinner and dance held by the Division at the Grand Hotel, Bristol, the silver challenge cup (dairy ice cream, vertical freezer) and the silver challenge cup (ice cream, vertical freezer) were presented to R. Tartaglia & Sons Ltd., of Gloucester, and the bronze medal (dairy ice cream, vertical freezer) was presented to Cotswold Dairy, of Cheltenham. The awards were won during the national ice cream competitions held in Scarborough in October.

A near-record 185 guests attended the function and saw guest-of-honour president Jobes present the awards to the prize-winners, who also included J. Paniccia (Reema Ice Cream), of Yeovil, who won the bronze medal in the vertical freezer ice cream class.

Divisional chairman E. Pelosi proposed the toast to the Alli-

ance and Mr. D. H. Pollard that of the guests and the ladies, which was replied to by Mr. Frank Grillo. Mrs. Betty Verecchia, the vice-chairman of the Division (the first-ever lady vice-chairman?) presented past chairman Pollard with a silver goblet for his past efforts on behalf of the Division.

Other distinguished guests included the Minchellas, of South Shields, winners of the first prize in the international competition in Paris.

● DATES FOR YOUR DIARY

PLEASE note that the date of the South East Scotland dinner dance at the Brunton Hall, Musselburgh, has been changed to Tuesday 8 February. Tickets are £2.75 each.

Please also note the dates of these other Divisional dinner dances:

North West England Division. Norbreck Hydro Hotel, Blackpool. 25 January.

South West Scotland Division. Exchange Restaurant, Glasgow. 27 January.

Midlands Division. Wicksteed Park, Kettering. 1 February.

South Wales Division. New Merrie Friars Ballroom, Barry, Glam. 3 February. Tickets (limited) from Divisional secretary or committee members.

● OBITUARY

HER many friends will be sorry to hear of the death of Mrs. Emily Robinson, who for so many years brought a feminine touch to the deliberations of the National Executive Council.

A member of the Yorkshire Divisional committee and for many years their devoted secretary, who, in spite of poor health at times, carried out her duties with exceptional enthusiasm and tenacity, Mrs. Robinson was elected to represent her Division on the National Executive Council in 1954. She upheld the Yorkshire tradition of being outspoken whenever matters arose concerning interests of her fellow traders, and in 1966 the Council honoured her by granting her the Association's first honorary vice-presidency.

Mrs. Robinson lost her husband in a tragic motor accident some years ago but continued to play an active part in the family business, becoming a well-known



personality on the downs outside Bradford, where she was always on hand to sell the firm's products whatever the weather.

Mrs. Robinson will be missed by her many friends, and in the records recounting the success of the Alliance in the years following the war there will be an honoured place for her memory.

● A FINE RECORD

I have also heard of the death of Miss Valarie Jones, of Forest Farm Dairy, Whitchurch, Cardiff. Her death, which

occurred a few months after her brother died, has brought great sorrow to her three remaining sisters and brothers.

Miss Jones was one of a family of eight which came from a village near Cardiff. In 1942, with her sisters Dornie and Paulina, she formed a partnership and bought the Forest Farm Dairy Co., and they expanded the catering side of the business.

It wasn't until 1961, with the erection of a small factory, that they started making their own ice cream, and one of the first things they did was to become members of the Ice Cream Alliance. They started competing in the national ice cream competitions — and won a diploma with their first entry, followed by a diploma of merit.

Since then they have entered many more competitions, with the result that they now have no less than 12 diplomas, including two from the London Dairy Show and one from France.

● MOST CREDITABLE

NOW don't go rushing out to spend it all at once . . . but you do all know, of course, that it has been decided at long last that all outstanding post-war credits are to be repaid, starting from April next and continuing for about six months after that.

It has been estimated that the number of credit-holders is about five million, and the cash involved is about £130 million. Repayment is already being made in certain cases at the rate of about 14 million a year to about 300,000 people.

Initially, claims will only be entertained from people who are able to produce a post-war credit certificate: the date on which those claimants who are no longer in possession of such a certificate can apply for repayment will be announced later.

Interest on credits repaid will run to the common date of 30 September 1972, and this will produce a uniform addition on account of interest of 38 per cent to all credits. There will also be a final date after which no further claims will be accepted.

● WITHIN THE LAW

THE Alliance non-milk fat declarations appear to have met the needs of the new Ice Cream Regulations. When in January 1971 the revised regulations came into operation, and with them the need to declare, where appropriate at the point of sale, that ice cream contained fat other than milk fat, there was at first some uncertainty within the trade as to the type of statement which would adequately meet the situation.

The Executive Council of the Ice Cream Alliance gave much thought to this matter and in the end produced two statements, one designed to meet the needs of the selling points at which only ice cream containing non-milk fat was sold, and an alternative to be used at selling points where both this type of ice cream and dairy ice cream was made available to the customer.

These declarations produced on plastic material readily adhesive to smooth surfaces, have undoubtedly been a considerable success, and appear to have been generally accepted by Enforcement Officers as meeting the requirements of the regulations.

In addition to the 2,000 copies of the declarations originally made available to the Association's membership free of charge, together with the detailed explanation of the requirements of the new regulations, almost 3,000 additional copies have been sold during 1971, and as requests are still being received at head office as "the slow coaches" are being tackled by their local inspectors, a new issue of the declarations has had to be ordered by the Alliance.

It is a useful moment to remind all those who sell ice cream from bulk that unless their sales are entirely confined to dairy ice cream products they are breaking the law unless they show an appropriate declaration at the selling point. This applies both to static sites and to sales-vans.

BUTTER AND BUTTER OIL IN ICE CREAM

Maintaining the legal standard for dairy ice cream can be a problem these days, with the continuing high cost of fresh cream. But it is possible to use other ingredients to supply the necessary fat content.

by

J. ROTHWELL

Food Science Department,
University of Reading.

ALTHOUGH many ice cream manufacturers who make a dairy ice cream would like to use fresh cream the high cost of doing this is prohibitive for all except a very special and costly mix. The manufacturer is then forced to use butter to provide the fat part of his mix.

If he uses full cream milk in addition, however, some of the butter fat will be provided by this. The remainder is then obtained from the added butter. There are, however, one or two other sources, or real types, of butter fat available or under development, and the ice cream manufacturer should be aware of them.

BUTTER OIL

A fairly common one is butter oil. This has been available for some time in the U.K. and although supplies are limited it does provide an excellent source of butter fat when it is available. The usual butter used contains nearly 16 per cent of water, and may also contain about one per cent of milk protein. These, of course, come from the cream from which the butter was made originally.

However, these do have the disadvantages that only about 83 per cent of the weight of butter is actually butter fat, and do lower the keeping quality to some extent. It is, in fact, necessary to store butter under very low temperature storage (around 0°F) if it is to keep for a reasonable time in perfect condition.

Butter oil, or anhydrous butter fat as it is sometimes called, does not contain any water nor any proteins. It is virtually pure butter oil and has about 99.7 per cent butter fat content. Although it is often referred to as oil, it is in fact solid at ordinary temperatures just like butter. But, because it is a highly-purified fat without these other ingredients, it has a longer shelf life, even if temperature conditions of storage are not as low as those for butter.

It also has the advantage that when calculating mixes it may be considered as being 100 per cent fat. Slightly less storage space will obviously be required than for the butter needed to provide the same quantity of butter fat.

FRACTIONATED BUTTER FAT

Fractionated butter fat is being developed particularly by dairy research workers in New Zealand, although work is being carried out in Australia and in some European countries. It has arisen out of attempts to make butter more easy to spread at all times of the year. A major problem with winter butter is that it is often hard, and unless it is kept at a relatively high temperature (around 70°F) it may be difficult to spread on bread.

This arises from the chemical nature and make-up of butter fat, which is very complex. In fact, butter is one of the most complex fats known and contains large numbers of different fats which melt at different temperatures. For instance, at a temperature as low as -15°C some of the fat in butter will be liquid, and the rest solid. As the temperature is raised relatively more fat becomes liquid, but it is not all in the liquid state until a temperature of around 35°C is reached.

In winter-time with cows fed on hay, concentrates and the like, butter contains more of the fats which are solid at room temperatures and the butter is harder and more difficult to spread. In late spring and early summer cows will be on lush pasture grass. This gives rise to relatively higher amounts of fats which are liquid at room temperatures and so the butter will be soft and much more easily spread.

A process of dividing butter fat into two fractions has been developed whereby the fats which melt at temperatures below (say) 20°C may be obtained, leaving behind those which are still solid. This is done by means of careful temperature control, the addition of a special detergent solution and separating in a centrifugal separator. The fluid oil is mixed with water and re-separated to remove the detergent, and it has a much lower melting point than the original butter.

It is possible to blend this lower-melting, soft, fat into ordinary butter, and to obtain a much more "spreadable" product, or to make fats with required melting characteristics suitable for chocolate, ice cream or other food uses. It must be stressed, however, that this is not at present available in the U.K.

The harder, higher-melting fraction may be used to formulate other butter blends suitable for use in bakeries, or for making butter for use in the tropics. It may also be used as shortening.

Although some of these products are not in use here at present, butter (of unsalted good quality) and butter oil are available and may be used to produce high quality dairy ice creams. The main difference to bear in mind is that butter contains about 16 per cent moisture, while butter oil may be considered as 100 per cent fat, and due allowance made for this in mix calculations.

And **TERENCE PROBERT**, our consultant, adds this

WARNING

IN these days of high prices it is not unreasonable, if a man sees an opportunity of purchasing cheaply, that he will take it; but often such a "bargain" can prove to be an expensive move, as an ice cream client found out recently. Butter has reached such astronomical price levels, and at times has been in such short supply, that dairy ice cream has become a costly product.

Butter contains an average of 16 per cent moisture, and therefore every 100 lb. of butter actually yields only 84 lb. of butter fat. The pure butter fat is sold refined under the name of "butter oil" and contains no moisture at all, and so its price is normally rather higher than butter itself, but this does vary.

However, my client was offered "butter oil" at a price a little over one-half the current price of butter, and thinking he had a bargain, bought enough to make 100 gallons of dairy ice cream. The result can only be described as disastrous!

When asked to taste this "dairy ice cream", I was unprepared for the shock, as I knew my client's products were usually first-class. The ice cream was inedible, and in fact a whole batch had to be thrown away.

continued overleaf

BUTTER AND BUTTER OIL

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Butter oil is normally quite bland to the palate, but it does have to be stored carefully, as it can rapidly develop "off flavours". In this case, and having extracted some of the fat from the ice cream, the butter oil was found to be quite rancid and also having a most peculiar aromatic odour and flavour.

Further investigation as to the source of this product led to the discovery that this so-called butter oil was being recovered from waste confectionery. Quite a lot of butter goes into the large confectionery firms, and quite a lot of confectionery is rejected, due to mis-shaped products, poor cutting, and so on. This firm was buying such confectionery, extracting the butter fat

and selling this as butter oil. While this may be quite satisfactory for some purposes, it is certainly not suitable for ice cream, and I have suggested that my client seeks compensation for his loss.

However, there is a moral to this story, and that is that one only gets what one pays for: and for a supplier to offer a product at half the current market price should be enough to warn that something is wrong. Always look with suspicion at "cheap" goods, and never purchase unless fully satisfied that everything is above-board, because the loss can often be more than the immediate cost saving.

Luckily my client spotted this trouble before any of the ice cream had been sold, otherwise his loss of goodwill with his customers could have been long-lasting.

NEW PATENTS

PUBLISHED SPECIFICATIONS, ETC.

Manufacture of Liquid-Centre Confectionary Product. Chocolate-coated confections having a caramel- or fruit-syrup centre are produced by first freezing the centre to below -70°C and, by an intermediate or buffer layer of cheese, ensure that the enrobing chocolate will eventually not exhibit cracks and pinholes.

America No. 3,574,639 J. H. Forkner, Fresno, Cal. (USA) (Filed 10-10-66; issued 13-4-71).

Frozen Confection. Shaped ice cream comprising a foam mix containing 12-40% wt protein solids, like egg white or soy preparations, together with 10-15% wt sweeteners, and thickening agents, etc., which mix on whipping provides an overrun of 150-400%; on subjecting the mix to dielectric, microwave or like heating coagulation is caused imparting a stable, non-rubbery structure to the eventually-frozen confection, i.e. rendering it non-collapsing on re-thawing and eliminating, too, the undesirable dripping on consumption.

England No. 1,233,258 Unilever Ltd.,- (USA) (Filed 8-12-67; issued 26-5-71).

Carbonated Ice Drink. The drink develops fine ice crystals at the time of breaking the container of the super-cooled beverage, by stimulation of the CO_2 that is dissolved in the drink. To the

aqueous sugar solution base of the beverage is added sorbitol, dextrin, a stabilizer, and milk, etc., while adjusting the freezing point to -2°C with the CO_2 injected and, after sealing the container, keeping the drink product in a supercooled state.

Japan No. 10,033/71 Morinaga Milk Industry Co. Ltd. (Filed 26-4-68; issued 13-3-71).

Forming a Multi-Coloured Congealable Product. Moulding kit for ice cream or like desserts comprises a central mould portion and a multiple seal closure having an inwardly directed depression, this to form a hollow well in the body of material in the mould eventually to be frozen to ice. The wall is filled with various substances to impart a pleasing appearance to the dessert, the well thus serving as additional mould for ingestible, also eventually to become frozen materials, preferably of a different colour.

America No. 3,576,113 Dart Industries Inc., Los Angeles, Cal. (USA) (Filed 13-8-69; issued 27-4-71).

Frozen Comestible. Producing non-dairy, quality ice cream cake or like utilizing solely conventional ice cream freezers. It employs a first fraction (30-50% wt) of non-milk carbohydrate solids, a sweetener, 0.5-5% wt caseinate, and other known ingredients; and a second fraction of (10-30 wt) e.g. crunched cake or like baked farinaceous products of 1-15% moisture content, and other flavouring additions.

America No. 3,576,648 DCA Food Industries Inc., New York, N.Y. (USA) (Filed 18-3-68; issued 27-4-71).

'The Great Milk Powder Price Mystery'

A reply to our November Editorial from the Milk Marketing Board

THE leading article in the November issue of this journal made reference to the increasing price of skimmed milk powder which was described as reaching "alarming proportions". It was suggested that it was too much to expect ice cream manufacturers to believe that the price increase could be accounted for purely by an increase in production costs. "Rather must it be assumed that foreign producers and home producers alike are thoroughly 'cashing in' on the scarcity. . . ."

As a result of the comments made in the leading article, the editor of the journal has received a letter from Mr. Peter D. Anderson, the public relations officer of the Milk Marketing Board. In order to give our readers (who are obviously much concerned by the present situation) as much information as possible on this vital issue, we quote Mr. Anderson's letter in full. . . .

'U.K. PRICES HAVE CERTAINLY RISEN DRAMATICALLY...'

"In your November editorial under the heading The Great Milk Powder Price Mystery you referred to the dramatic changes in price that have taken place with skimmed milk powder. In order that the 'mystery' can be seen in perspective, I thought it might be useful to outline the situation a little more fully.

"In the U.K. prices have certainly risen dramatically from the range of £80 to £125 per ton that they fluctuated between during 1969 and 1970. As at mid-December this U.K. price had doubled or trebled to a level

of around £250 per ton. The position elsewhere in the world is, however, even more dramatic. The world price generally has risen from around £60 to £70 per ton in 1969 to about £300 per ton in December, a fourfold increase, or more.

'BALANCE BETWEEN SUPPLY AND SHORTAGE IS PRECARIOUS'

"Within the E.E.C. itself prices are kept at more stable levels by their system of export subsidies and import levies. Thus, while internal prices in the E.E.C. were around £200 per ton in 1969/70, exports were being dumped at prices down to £60 per ton, or even lower. With the world shortage E.E.C. internal prices have now risen to around £280 per ton and there is also an export tax of £84 per ton.

"These dramatic effects are a reflection of lower milk production and hence lower skimmed milk powder production in Australasia, Europe and other areas. The balance between supply and shortage is precarious and the above changes in price have resulted from a rapid disappearance of surplus powder stocks. As you will appreciate, the U.K. market is not isolated from the world market effects and if supplies of powder are to be retained in this country to meet domestic needs, then our prices have to move in sympathy with world trends. As I think the above figures indicate, however, the U.K. price has not moved as extensively as world prices generally and there can be no suggestion that domestic producers have been 'cashing in' on the situation."

Reports from Divisions and Branches

As we enter a New Year, we take the opportunity of looking back to review some of the topics which have engaged the attention of the Branch and Divisional committees over the last few months

SOUTH WEST ENGLAND DIVISION

At the Division's annual general meeting in October, Mr. E. G. Pelosi of Paignton was elected Divisional chairman and Mrs. R. Verrecchia of Bristol vice-chairman. Mr. R. Staffieri will in future represent the Division on the National Executive Council and Mr. & Mrs. A. N. Garrett are to continue as joint honorary secretaries to the Division.

Various trading problems brought to the notice of the Divisional committee during the year were discussed, and a sub-committee appointed to maintain contact with the Road Safety Group of the Swindon Corporation, who were anxious to develop a road safety guide for use by mobile ice cream salesmen.

Mr. R. Verrecchia was elected chairman of the Bristol, Glos., Somerset & Wilts., Branch.

NORTHERN DIVISION

Excellent progress on the formation of a Young Alliance group in the Northern Division was reported to the Divisional committee at their meeting in November. The names of 43 possible members of such a group were reported and provisional arrangements made to call an inaugural meeting to be combined with a social function for parents. It was also agreed to raise funds for the group by arranging a special raffle for this purpose at the Division's annual function.

The committee discussed at some length problems likely to arise with the introduction of VAT, and were interested in a report on recent negotiations with Customs and Excise

authorities on the question of notional values for ice cream during 1972.

At the annual general meeting in October Messrs. J. Seghini and A. M. Maule were re-elected chairman and honorary secretary of the Division respectively, and Mr. Seghini re-appointed the Division's representative on the National Executive Council.

SOUTH WALES DIVISION

The continued ban on the use of chimes in Glamorgan was again discussed at the November meeting of the Divisional committee, when it was suggested that the record of the trade in their contributions to encouraging road safety consciousness warranted a positive response by the County Council and a lifting of the ban. The Divisional Committee are to seek statistical information on the responsibility of various types of vehicles for road accidents, with a view to underlining the case against the discrimination being shown towards ice cream vehicles.

Mr. M. Jenkins was elected chairman at the Division's annual general meeting in October and Mr. R. Parry re-appointed hon. secretary. Mr. J. Dallavalle is to continue as representative of the Division on the National Executive Council.

Members recorded their appreciation of the work of their late secretary, Mr. E. H. Cheeseborough, in memory of whom a donation to the Royal Lifeboat Association was authorised.

Reports on discussions with the Customs and Excise authorities on VAT and purchase tax were noted, and at their meeting in November the committee expressed their

● CHIMES BAN UNDER DISCUSSION

● MINI-CONFERENCE FOR FIFE BRANCH

pleasure at the successful negotiations with the authorities which had resulted in the retention of the current notional purchase tax assessment values for manufacturing retailers.

The Council's disinclination to accept the Division's proposals for a further ice cream competition class to cover specifically vertical pressure freezers was noted with regret, but it was understood that the matter was to be given further consideration by the Association's sub-committee dealing with competition matters.

The possibility of making the Division's activities more effective by joining the Cardiff and Swansea Branches was discussed, but no decision in this connection taken at present.

Donations to the Association's Special Action fund were authorised both on behalf of the Division and Swansea Branch.

YORKSHIRE DIVISION

Local panels of members fully informed about VAT problems to advise members about such matters were suggested by the Divisional committee, and the Council are to be asked to implement this suggestion.

The annual general meeting of the Division held in November in Leeds re-elected Mr. A. A. Mazza chairman, and Mrs. M. Vickerman was appointed honorary secretary. The Division is to be represented on the N.E.C. by Mr. E. Turner.

The question of milk powder prices was widely discussed, and concern expressed at the startling increases which had occurred over recent months. An article in *IC & FC* on how "Maltodextrin" could be used in the manufacture of ice cream was suggested.

Discussing the possible effect of Britain's entry into the Common Market on ice cream standards, the Committee expressed the view that every effort should be made to ensure that European ice cream standards were not

made applicable to Britain, but only applied where ice cream was exported.

To an enquiry about the legal position regarding the ringing of handbells it was pointed out that such activity was usually covered by byelaws about which information could be obtained from the local town hall.

SOUTH EAST SCOTLAND DIVISION

The plans of the Fife Branch to hold a "mini-conference" in April 1972 were discussed when the Divisional committee met under the chairmanship of Mr. L. Boni in Musselburgh in November. A joint Divisional/Branch committee was appointed to organise the conference which is to be held in St. Andrews.

Mr. W. Currie is to continue as the Division's National Executive Council representative with Mr. L. Boni acting as his deputy. The committee expressed the thanks of the Division to Mr. P. S. Luca, who had declined nomination, for his work on the N.E.C. during recent years.

Members commented on the Scarborough conference as a profitable and enjoyable event, and matters relating to VAT and PT were referred to in the chairman's report on recent activities at the National Executive Council.

LONDON & HOME COUNTIES DIVISION

Mr. A. Infante was elected chairman when the London & Home Counties Division met in annual general meeting in October in London. Mr. B. Crowhurst was re-appointed hon. secretary. The meeting noted with interest a comprehensive report by their chairman covering the activities of the Division during 1970/71, and in particular the question of the Young Alliance gave rise to a lively discussion.

Disappointment was expressed with the Council's failure to provide formal recognition for the Young Alliance within the constitution of the Association. The meeting

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REPORTS FROM DIVISIONS & BRANCHES

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eventually agreed to suggest that members of the Young Alliance group should be asked to formulate plans for their future activities and report these to the Divisional committee. Meanwhile the invitation to representatives of the groups concerned to attend meetings of their Branch and Divisional committees was reaffirmed for 1972.

At a Divisional committee meeting held in November Mr. K. Collins was elected vice-chairman of the Division, and Messrs. M. F. Grillo, A. R. Coletta and A. Infante the Division's representatives on the National Executive Council. Mr. E. Minghella was appointed deputy council member.

The **Kent & East Sussex Branch** commented on the failure during recent years of organising an advanced course at Reading University, and after this matter had been discussed it was agreed to raise the question with the general secretary. It was suggested that sessions on sales promotion might well be included in such a course. The Branch also asked for a progress report on the possibility of using flashing lights on mobiles and were advised that although the representative of the Greater London Council with whom this matter had been discussed had shown great interest in this proposal and had agreed to raise this with the Ministry of Transport there had been no further developments.

The **Southern Branch** submitted details of an investigation carried out by a local member into the question of increasing milk powder prices, and suggested that with the information collected by this member further steps be taken by the Association to follow the matter up.

EAST ANGLIA BRANCH (London & Home Counties Division)

At the Branch's annual general meeting Mr. A. Dellamura was re-elected chairman and Mr. B. Ciuffardi honorary secretary. Representatives of the East Anglia Young Alliance expressed their appreciation of the support given to their social evening which had been a considerable success and confirmed that, if approached, the Young Alliance groups of the Division would be

delighted to organise a "disco-night" at the Association's conference at Bournemouth.

Amongst other matters discussed were the increases in milk powder prices which led to the Branch forwarding a resolution to the Divisional committee deploring the price increases and suggesting that action be taken to ensure that this did not lead to a shortage in supplies.

The promotion of a course on sales-technique and the preparation of ice cream specialities was also suggested.

Congratulations were expressed to Mr. Tolson on winning the Association's golf championship in Scarborough, and it was noted with pleasure that Mr. V. Marcantonio had received the "Idea of the Year" Trophy on behalf of the Branch.

SOUTHERN BRANCH (London & Home Counties Division)

Milk powder prices and the reasons for their continuing increases led to a lively discussion at the annual general meeting of the Branch. It was suggested that the uniformity with which the price increases were made by the firms concerned might well justify investigation by the Registrar of Restrictive Trade Practices Act. Comment was also made on the possibility of these price increases being due to developments associated with Britain's entry into the Common Market, a matter which the Branch considered worth exploring.

At a subsequent meeting early in December, purchase tax and VAT matters were discussed, and the importance of supporting the Association's campaign to promote the public image of ice cream as a food was stressed.

Recent discussions with the Keep Britain Tidy group on litter problems and with RoSPA on road safety codes for ice cream salesvans, were reported to the Branch, and whilst there was general agreement that both causes were worthy of full support by the trade it was realised that many technical difficulties arose in implementing what at first glance seemed reasonable proposals.

Arrangements for the Branch's dinner on 16 February at the Carlton, Bournemouth, were discussed and finalised.

Discussing problems which had arisen out

● MARGATE ISSUES AN INVITATION

● HIGH COST OF MEETING M.O.T. TEST

of recent road transport legislation, a suggestion was made that the Branch appoint a solicitor to work in conjunction with the Freight Trade Association and to assist members in any legal matters relating to salesvans.

Mr. G. Browne was re-appointed chairman and Mr. E. H. Cole honorary secretary, with Mr. D. Verrecchia as vice-chairman.

KENT & EAST SUSSEX BRANCH (London & Home Counties Division)

At the Branch's annual general meeting Mr. E. W. Anselmi was appointed chairman and Mr. R. Harris hon. secretary. A letter from Mr. F. L. Marshall advising that his health would not permit him to continue as secretary was noted with regret and the Branch's appreciation recorded to him for his services in this capacity during recent years.

It was regretted that no advanced ice cream course appeared to be planned for the immediate future, as a number of members of the Branch had expressed their interest in taking part in such a course.

An invitation by the Margate Corporation to hold a conference in their town was endorsed by members present, who were of the opinion that suitable facilities were available in Margate. The invitation is to be forwarded to head office.

The high cost of keeping salesvans up to the standards laid down by the M.O.T. tests were discussed, and it was suggested that in some cases it was more economical to purchase a new van rather than to carry out repairs necessary to maintain the required standards.

The possibility of affiliating the Ice Cream Alliance to the Food Manufacturers' Federation was discussed, as were current developments regarding the establishment of a Young Alliance group within the Branch. Members again expressed the view that the interest in a Young Alliance would be strengthened if the Association was to

establish a junior I.C.A. membership at a reduced subscription rate.

NORTH WEST ENGLAND DIVISION

A proposal calling upon the Executive Council to investigate problems experienced currently with chocolate flakes which tended to crumble and to take this matter up with representatives of the supply house concerned was endorsed at the Division's annual general meeting held in September in Worsley.

Mr. P. H. Tomkin was elected chairman of the Division and Mr. D. Colton is to continue as hon. secretary.

At earlier meetings the Divisional committee had called upon the Council to be bolder in its self-praise and more explanatory about work done on behalf of members; in particular the considerable and important negotiations in connection with Local Government legislative proposals in the Committee's view justified a regular "action" column in the Association's journal, drawing attention to such activities.

It was suggested that the Association's position under the Industrial Relations Act be closely examined to see whether it would be necessary to register under the provisions of the Act, and whether any advantage to the Association could be obtained from such registration.

Discussing the endorsement of competition awards at their meeting in November, some committee members expressed doubts as to whether, in the case of some of the awards granted in the cold mix class, the conditions of the rules had been fully satisfied with regard to the competitors being ice cream manufacturers in their own right. The Council were asked to give this point their consideration and at the Divisional committee in December, when it was reported that the Council, after due deliberation, had decided to endorse the awards, it was

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REPORTS FROM DIVISIONS & BRANCHES

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proposed that they be requested to consider re-drafting the present rules with a view to avoiding what, in the Divisional committee's view, appeared to be an anomalous position regarding entries in the complete mix class.

Great interest was taken by the Divisional committee in a report that the sale of ice cream from bulk was not permitted in the area of the Golborne Urban District Council. This appeared to be governed by a byelaw to this effect made in the 1940 s, and had recently been challenged when some local confectioners had attempted to obtain permission to sell ice cream in this way. The matter had been raised on the local Council, but an attempt to have this byelaw rescinded had been rejected. The Divisional committee have agreed to investigate this position further with a view to supporting any future attempt to have this unsatisfactory situation redressed.

A report on recent discussions at National Executive Council level on the question of milk powder prices was noted and members requested to provide head office with detailed information about price increases notified to them during recent months.

There was a lively discussion on the position of some members of Manchester Branch whose right to obtain licences entitling them to trade in the Central Manchester area had been challenged in the light of the 1971 Manchester Corporation (General Powers) Act. It was noted that the secretary was in touch with head office in order to give the members concerned every possible assistance in substantiating their entitlement to the licences to continue their businesses, which in many cases had been in existence for more than 50 years.

MIDLAND DIVISION

The Association's finances, with particular reference to subscription rates, was an item for lively debate by the Divisional committee prior to the Division's annual general meeting in October. A £20 annual subscription was considered necessary by one member to allow adequately for the administration of the Association, and to include a

reserve to be set aside for "special action" purposes. It was also suggested that firms who were not members of the Association should be required to contribute to the general funds by paying for their advertisement and stand space at conferences at a higher rate than members.

It was agreed to submit this latter proposal to the Council for consideration.

At the Division's annual general meeting in November Mr. H. Wilson was re-elected Divisional chairman, Mrs. J. Noble hon. secretary, and Mr. A. P. Giannasi was re-affirmed as the Division's representative on the Council.

The view was again expressed that Divisional representation on the Council should generally be increased and that the basis of such representation should be two members for every 150 members in a Division. There was also considerable discussion about the desirability of Divisional committees being composed entirely of ice cream manufacturing members of the Association.

Other matters recently under discussion by the Divisional committee included the need to clarify the competition class appropriate to samples made on vertical pressure freezers, and the desirability of changing the personnel of the Open Forum panels at the Association's conferences. It was felt that over recent years the panel had tended to be composed of the same people and that it would add to the interest of the occasion if from time to time new personalities were introduced.

NOTTS. & DERBYS. BRANCH (Midlands Division)

Street trading outside school gates, a matter which has received wide publicity in the Nottingham press, was discussed at length at the Branch's annual general meeting in November. Members were agreed that it was desirable to approach the local Councillor who had taken this matter up, with a view to discussing possible ways and means of overcoming the difficulties and the secretary was authorised to establish contact as soon as possible. Mr. F. Morris was elected chairman, and Mr. D. Whetton re-appointed hon. secretary of the Branch.

WHO'S FOR THE USA?

An organised trip is proposed to visit the American Dairy Farm and Produce Exposition in Atlantic City in October of this year

AS many in the ice cream trade already know, the American Dairy Farm and Produce Exposition is to be held in Atlantic City during the first week in October this year, and it has been suggested that a great number of people would like to visit this if the necessary arrangements could be made.

More than one possibility is open. For example, if sufficient people were interested it might be possible to arrange a charter flight with Caledonian Airways for a period of not less than three weeks covering the relevant dates of the Exposition. And although this would be very cheap (the return fare to New York would be between £55 and £60) each individual passenger would be responsible for making his own arrangements for onward travel and hotels during his stay in the U.S.

AN ALL-INCLUSIVE TOUR

It was felt, however, that an all-inclusive and more organised visit might be more acceptable to the majority of people who would wish to go, and BOAC have come up with an excellent itinerary—which includes study visits to dairies in America. This is a 16-day round trip from London Airport-Heathrow. The flight is to Philadelphia on 25 September, and there will be rooms—on a bed-and-breakfast basis—at the Sheraton Hotel. Arrangements will be made, and transportation provided, for visits to a number of dairies in the area.

On the morning of the sixth day there will be a flight onwards to Atlantic City for the five days of the Dairy Farm and Produce Exposition, and rooms will be provided at the Sheraton Seaside Hotel and Motor Inn.

Finally, there will be a flight back to Philadelphia, a sight-seeing tour of the city, and then the return flight to London.

The total cost (based on twin-bedded accommodation) is £234 per person. Single room supplement is £30.50. Not included in the cost are meals other than breakfast, drinks, room service, laundry and items of a personal nature.

EARLY DECISION ESSENTIAL

Alternatively, the basic tour between London and Philadelphia and onward connection to Atlantic City, 14 nights' accommodation at the Sheraton (plus breakfast) and return to London, would cost £227.80: the air fare alone from London to Philadelphia and return would be £116.85. All the alternatives mentioned are based on the assumption that there is a minimum party of 40 passengers travelling.

It is imperative that an early decision is made, otherwise it will not be possible to book the aircraft and make the necessary arrangements. Any person who is seriously interested in going is urged, therefore, to write to the general secretary of the Alliance at 90-94 Grays Inn Road, London, WC1X 8AH, immediately, stating whether you are interested in a) the full study tour at £234, or b) the return trip plus hotel accommodation at £227.80, or c) the return flight to Philadelphia at £116.85, or d) the return flight to New York via Caledonian Airways at between £55 and £60 (depending on the number of people, minimum 40). The replies received will be evaluated, and on the basis of these it will be seen whether or not the projected trip is a possibility.

Alternatives to milk powder in ice cream recipes

Most ice cream manufacturers use more milk powder than they need, in order to balance their mix. But in these days of unprecedented increases in the cost of this product, it is worth looking at alternative ingredients which will in fact do the same job.

by

BASIL CROWHURST

M.R.I.P.H.H., M.B.A.C., L.M.R.S.H.

MOST ice cream manufacturers are finding it extremely difficult to maintain prices with the increases that are occurring with one basic raw material—milk powders. Whilst price increases in milk products generally may be explained by the higher world market prices, due to an unprecedented decrease in liquid milk production and a resulting scarcity, this does not help the ice cream manufacturer very much, even although the cost of milk powders in Britain has not yet reached current world market price levels.

Regrettable as it may be, the situation may well force the ice cream manufacturer into the position of having to economise with his mix in some way, and the obvious method is to reduce the use of milk powders.

LEGAL OBLIGATIONS

There are, of course, legal obligations on manufacturers to use at least the minimum of $7\frac{1}{2}$ per cent milk solids-not-fat content in all ice cream. But today, practically all ice cream produced in Britain carries considerably over this amount, as it is usual to “balance” the recipe with M.S.N.F. in order to ensure the optimum storage properties. This means that on average, ice cream will contain around the 10 per cent level, although some ice cream, probably the so-called “soft-serve” ice cream, may contain up to 12 per cent M.S.N.F., as such mix recipes do not need “balancing” because the frozen ice cream is not stored at low temperatures.

Therefore, if the ice cream manufacturer used only the minimum milk powder content in a recipe to obtain the legal minimum standard, he could “balance” his mix by using other raw materials. Freely available today is whey powder and lactose: both these are considerably cheaper than milk powder, and are, in fact, derivatives from milk.

Whey Powder is manufactured by spray-drying whey, which is the liquid that is produced in cheese manufacture; at one time such whey powder was inevitably of a slightly “cheesy” flavour, but today, with newer methods of refining, the resulting

powder is quite free from any taste or odour, and indeed is quite bland and may be safely recommended for ice cream, without any danger of producing any abnormal flavours.

Whey powder has the following average composition:—

Moisture:	9.5%
Fat:	1.0%
M.S.N.F.:	89.5%

It is obviously a very useful source of M.S.N.F., and, in addition, will provide a small amount of fat.

Lactose is the pure sugar derived from milk: M.S.N.F. contains both lactose, protein and mineral salts, and therefore with lactose we have only a fraction of the usual M.S.N.F. Lactose is the actual part of M.S.N.F. which “balances” the recipe, that is, which absorbs all the free water so that no iciness is formed. While M.S.N.F. requires six times its own weight of water to hold it in solution, lactose alone requires 10 times its own weight similarly to remain in solution. Thus, much less lactose is required to “balance” a recipe and this affords another economy.

COUNTING THE COST

Costs. It is now important to look at the relative prices of these raw materials

Full-cream milk powder:

£335 per U.K. ton, yielding 71% M.S.N.F.

Skimmed milk powder:

£225 per U.K. ton, yielding 98% M.S.N.F.

The butter-fat from F.C.M.P. is ignored at this stage, as we are only interested at the moment in “balancing” the mix with M.S.N.F.

Now, **whey powder** and **lactose** are both quoted on the market in terms of the **metric tonne**: the U.K. ton is equivalent to 1.016 metric tonnes. Therefore some conversion is necessary to see the relative costs of these materials.

Whey powder is quoted at £135 per metric tonne=£137.16 per U.K. ton

Lactose is quoted at £143 per metric tonne=£145.28 per U.K. ton.

If we now convert all these figures to the cost per U.K. lb. the relative cost will be seen:

Full-cream milk powder:	14.95p per lb.
Skimmed milk powder:	10. 4p per lb.
Whey powder:	6. 1p per lb.
Lactose:	6.48p per lb.

SUGGESTED RECIPES

Recipes. The use of these suggested products will now be included in some typical ice cream recipes, and it is intended to deal with these in various sections, the first of which will be for mixes for vertical freezers (low overrun).

Obviously, as with all ice cream recipes, the possible combinations of raw materials are practically endless, and all that can be done in these articles is to indicate the basic ideas, and to show how, with these relatively simple changes to a mix, economies can be effected.

A typical balanced recipe for a vertical freezer is as under:—

Margarine	15 ozs.
Sugar	20 ozs.
Skimmed milk powder	20 ozs.
G.M.S.	1 oz.
Alginate	$\frac{1}{2}$ oz.
Water	6 $\frac{1}{4}$ pints

This produces 1 gallon of fully balanced mix of the following composition:

Fat	7.00%
Sugar	11.10%
M.S.N.F.	11.58%
Emulsifier	0.56%
Stabiliser	0.28%
Total solids	30.52%

The cost of the M.S.N.F. here is approximately 13p.

Using whey powder

Margarine	15 ozs.
Sugar	20 ozs.
Skimmed milk powder	13 $\frac{1}{2}$ ozs.
Whey powder	8 $\frac{1}{4}$ ozs.
G.M.S.	1 oz.
Alginate	$\frac{1}{2}$ oz.
Water	6 pints

This will produce 1 gallon of balanced mix, of exactly the same composition as the original recipe, and in this case, the M.S.N.F. will cost approximately 11.7p.

Continued overleaf

continued from previous page

Therefore on every gallon, the saving is 1.3p, or, to look at it another way, there will be a saving of £1.30 on every 100 gallons of mix.

Using lactose

Margarine	15 ozs.
Sugar	20 ozs.
Skimmed milk powder	13½ ozs.
Lactose	4 ozs.
G.M.S.	1 oz.
Alginate	½ oz.
Water	6¼ pints

The composition of this 1 gallon balanced mix is:—

Fat	7.00%
Sugar	11.10%
Milk solids-not-fat	7.50%
Lactose	2.22%

Emulsifier	0.56%
Stabiliser	0.28%
Total solids	28.66%

The total solids will be slightly lower using lactose, and methods of overcoming this will be discussed in a later article, but the cost of "balancing" this mix is only 10.2p, or, on every gallon, the saving is 2.8p, or £2.80 per 100 gallons of mix.

It is impossible to deal more fully with this subject in the first article: obvious steps that may occur to the manufacturer include using all whey powder to balance the recipe, which will effect an even greater economy. Further information on this, and suggestions for mixes suitable for other freezers, will be discussed in the next article.

SPRING TRADE SHOW

GROUND PLAN—for list of exhibitors, see opposite page



Spring ice cream trade show details

THE fourth annual spring ice cream trade exhibition to be organised by Hollands (Birmingham) Ltd. is to be held at Trentham Gardens, near Stoke-on-Trent, next month, and the organisers have sent us the following list of exhibitors and a ground plan of the exhibition (opposite page).

This is the second year running that the event has been staged at the Trentham Gardens Pavilion (the two previous years it was held at Solihull and Hanley), and once again it has been timed to coincide with the annual dinner and dance of the North Staffs. Branch of the Alliance.

The exhibition opens at 9.30 a.m. on 22 February and stays open until 6.0 in the evening. The final day is 24 February, when the closing time will be 4.0 p.m. Any further information about the exhibition can be obtained from Hollands (Birmingham) Ltd.,

at 9a Heathfield Road, Kings Heath, Birmingham.

The dinner dance will be held on 23 February, the middle night of the exhibition, and the venue is the Clayton Lodge Hotel, Newcastle-under-Lyne, and more information about this can be obtained from Mr. Large, at Stoke-on-Trent 0782 25437.

Exhibition stands will be located in the ballroom of the Pavilion as last year, and an adjacent area will be available for a van display. In addition to the exhibitors listed below, vans and trailers will be shown by the following:

Morrison Industries Ltd.
Geist Manufacturing Co. Ltd.
S. C. Cummins Ltd.
Smiths Delivery Vehicles Ltd.
Archibald Scott Ltd.

List of exhibitors and stand numbers

- | | |
|----------------------------------|--|
| 1/2 T. Giusti & Son Ltd. | 22/23 Cadbury Bros. Ltd. |
| 3 Petworth Supply & Trading Ltd. | 24 Morisis Products Ltd. |
| 4 Big Drum Equipment Ltd. | 25 Mono Containers Ltd. |
| 5 Clayton & Jowett Ltd. | 26 Godfree & Hewitt Ltd. |
| 6 Antonelli Bros. Ltd. | 27 Stokes Ice Cream Dairies |
| 7 T. W. Parker Ltd. | 28/29 Alfred & Co. Ltd. |
| 8 Archibald Scott Ltd. | 30/31/32/33 Walter Relph Ltd. |
| 9 Greco's Biscuits Ltd. | 34/35/36/37 Freeze Pack (Machinery) Ltd. |
| 10 C.T.H. Electronics | 38 Ice Cream Alliance (Midland Division) |
| 11 Rose Foregrove Ltd. | 39/40 B. Sidoli & Sons Ltd. |
| 12 Mancuso Bros. | 41/42 Plastona (John Waddington) Ltd. |
| 13 J. Bibby Food Products Ltd. | 43 Craigmillar Ltd. |
| 14 Coldstream Engineering Ltd. | 44/45/46 Hollands (Birmingham) Ltd. |
| 15 H. J. Halligan Ltd. | 47/48 Temple Essences Ltd. |
| 16 Lily Cups & Containers Ltd. | 49 Salada Foods Ltd. |
| 17 Geist Manufacturing Co. Ltd. | 50 Grindsted Products Ltd. |
| 18 D. T. Mahon & Sons | 51 Wm. Pendleton Ltd. |
| 19 Taylors of Bilston | 52 Calorval Ltd. |
| 20 Forrester Wood & Co. Ltd. | 53 Insul Pak U.K. Ltd. |
| 21 L. E. Pritchett & Co. Ltd. | 54 P.M.W. Products Ltd. |

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continued on page 246

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continued from page 244

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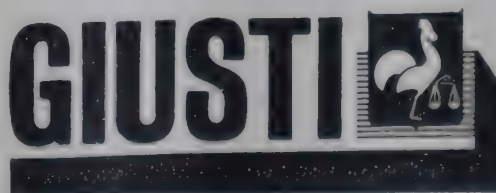
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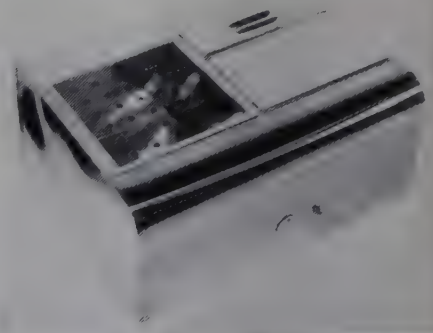


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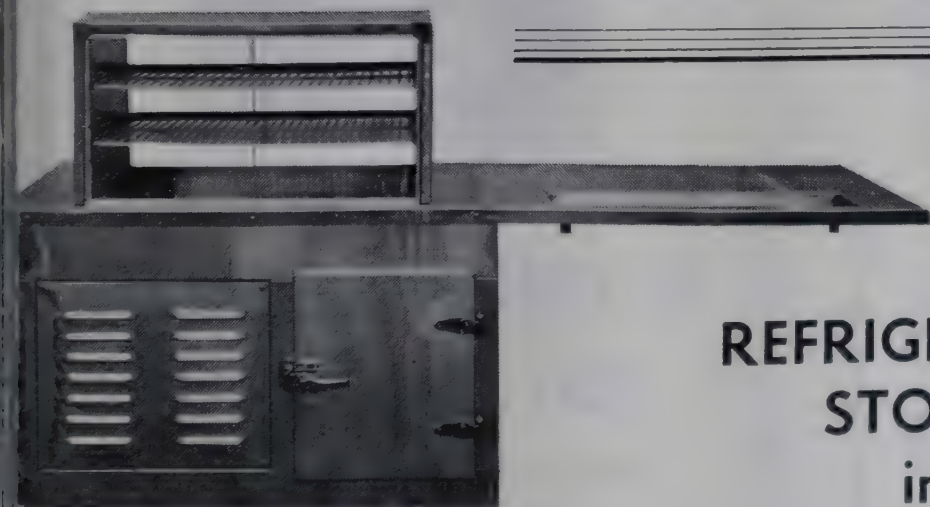
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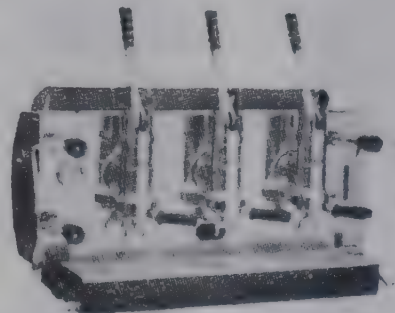
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FREEZE PACK say that there has been a reluctance on the part of manufacturers to increase ice cream gateau production due to the high labour content involved. The introduction of this machine will enable manufacturers to produce large quantities of Gateau with the minimum of labour content ensuring more economic production.

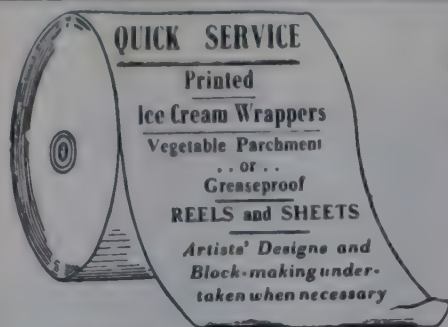
The Gateau machine is linked directly to a continuous freezer and can be arranged for the production of round, square or rectangular gateau containing ice cream, butter cream, jam or other paste-like products. Each cycle of the machine produces a measured product dose complete with a final decoration, according to the design of the decorating plate attached to the machine.

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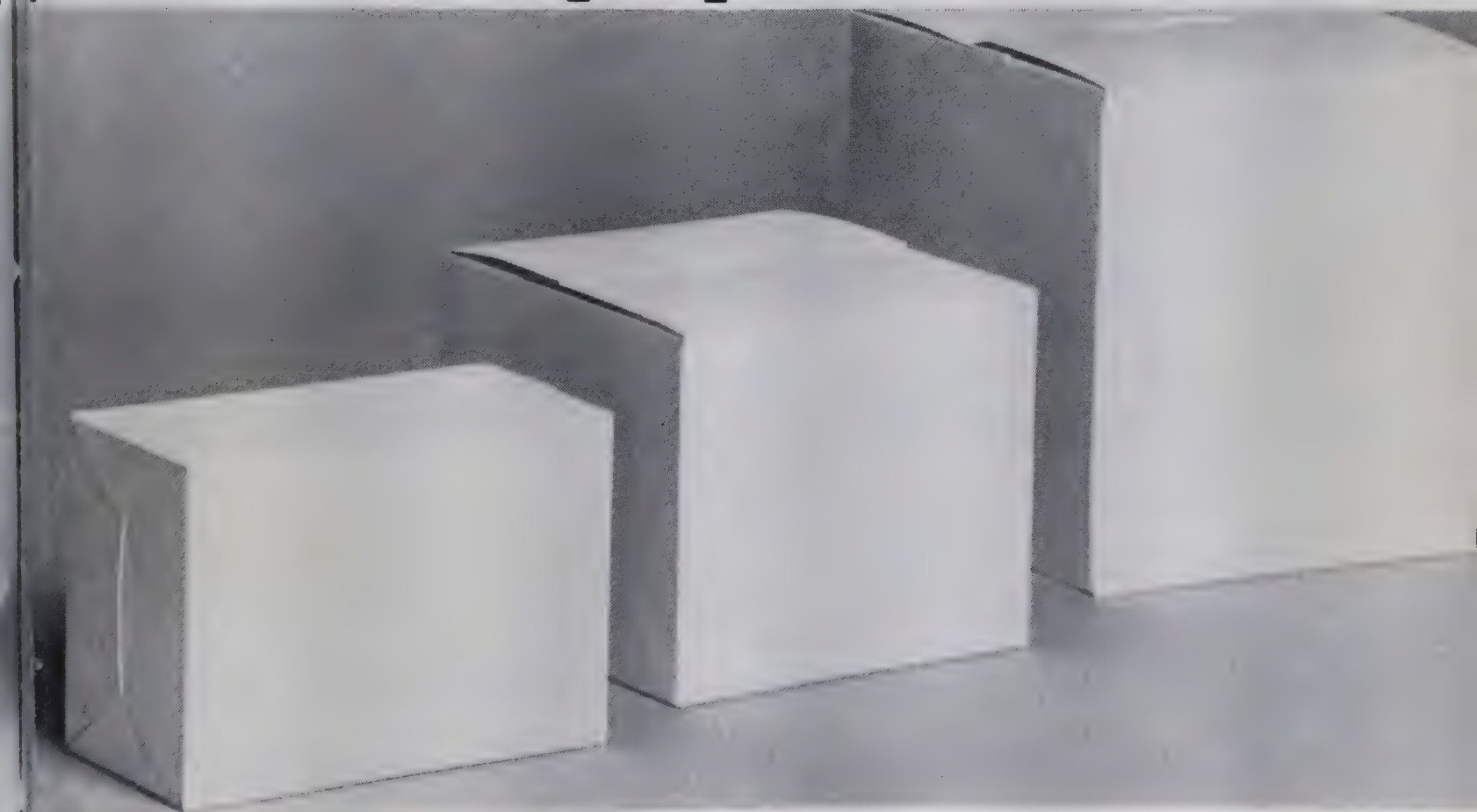
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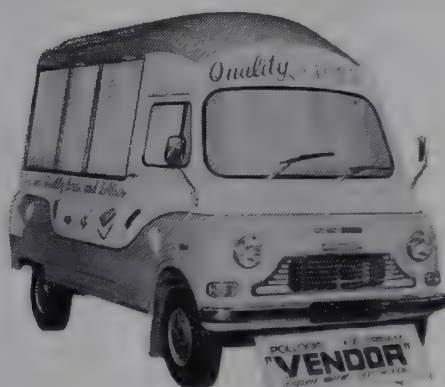
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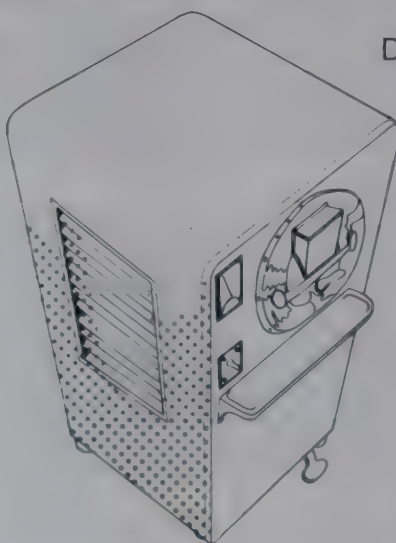
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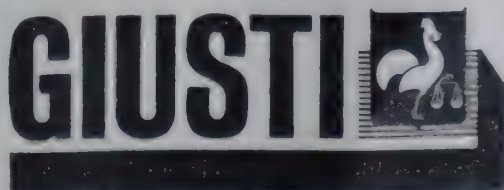
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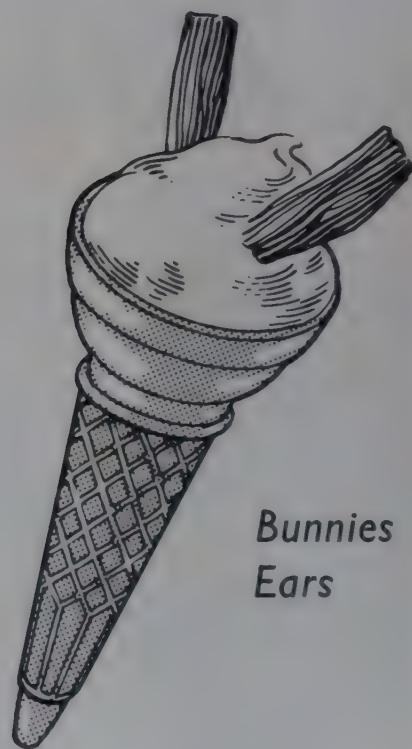
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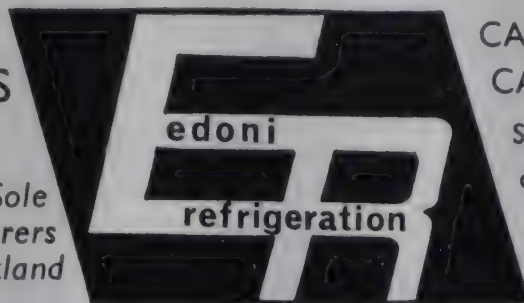
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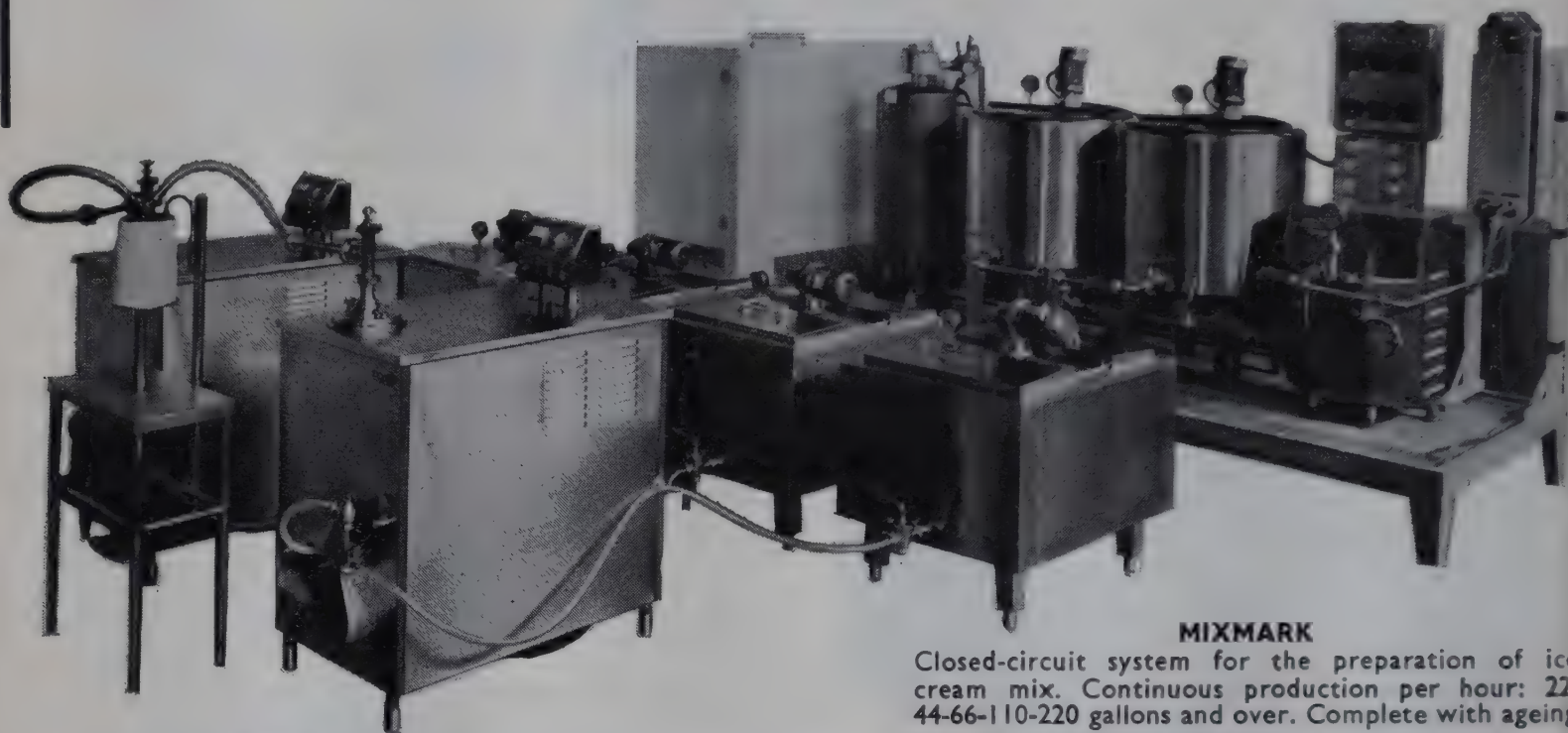
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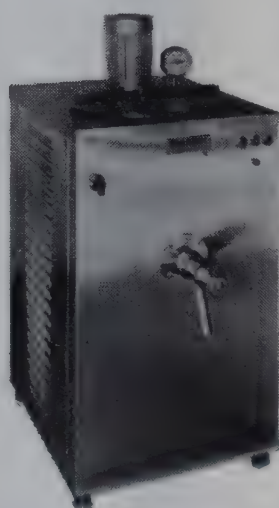
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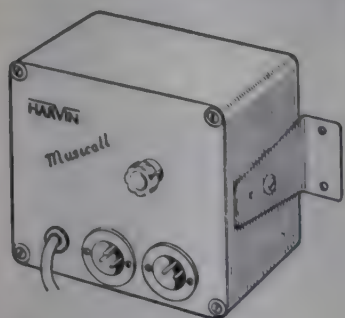
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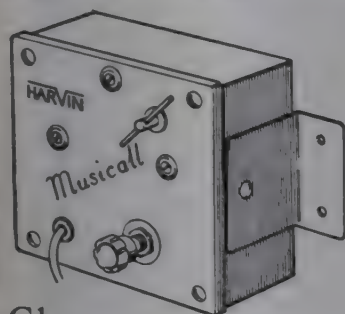
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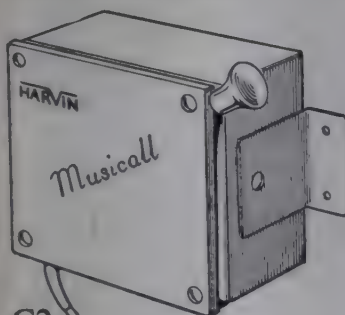
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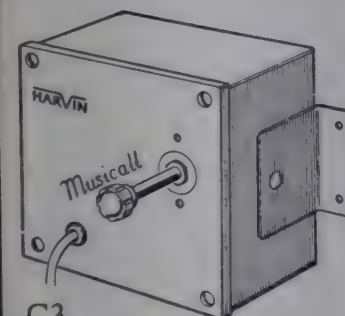
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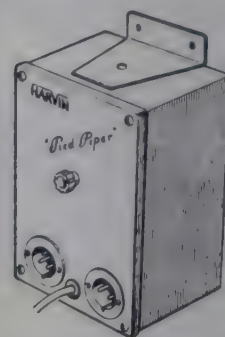
C1



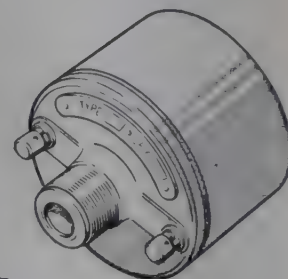
C2



C3



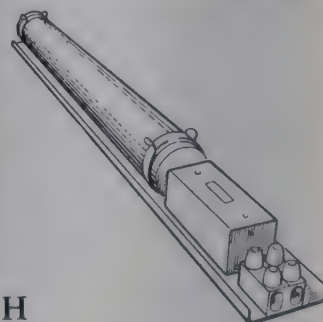
B



D



E



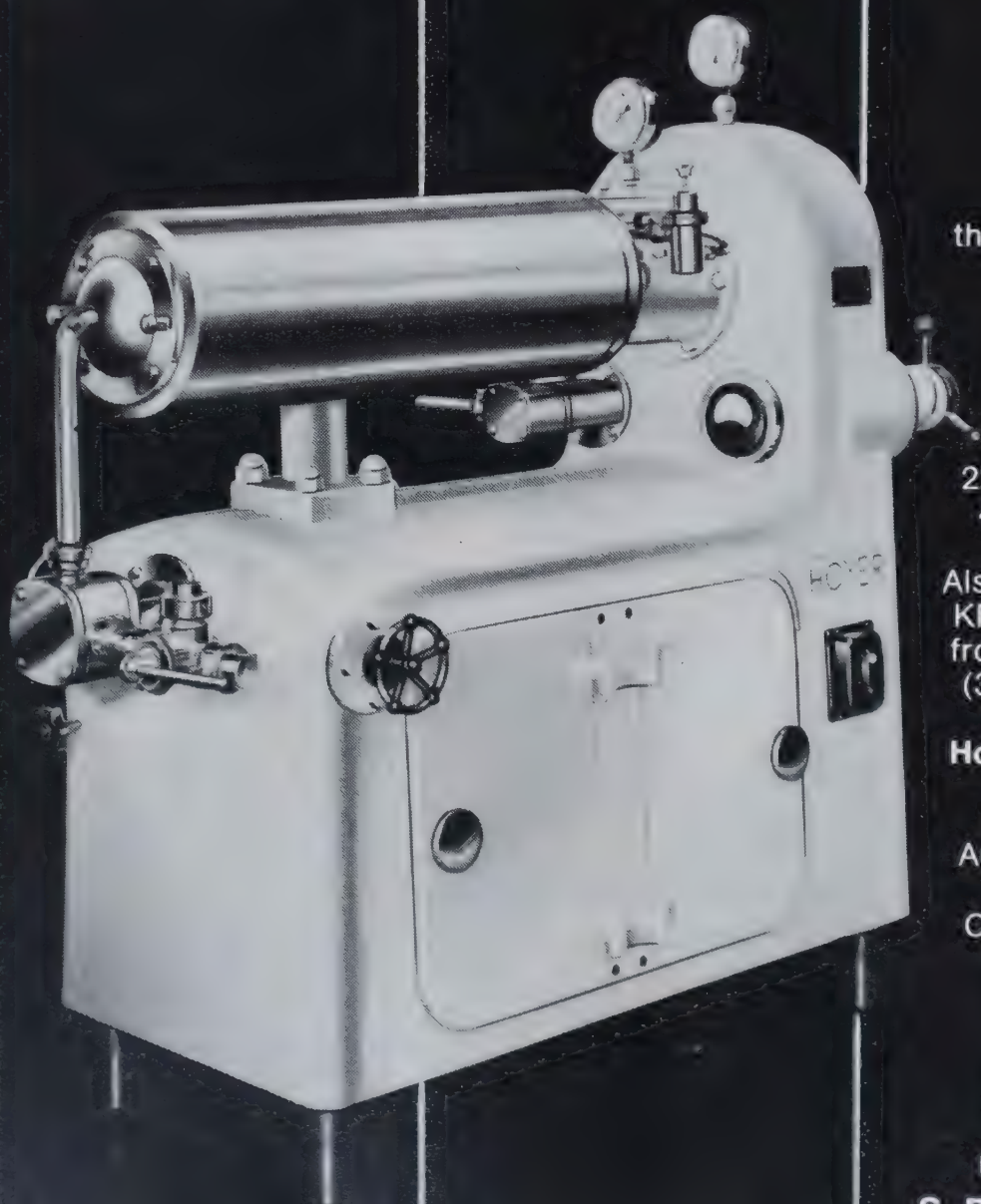
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Also available as type
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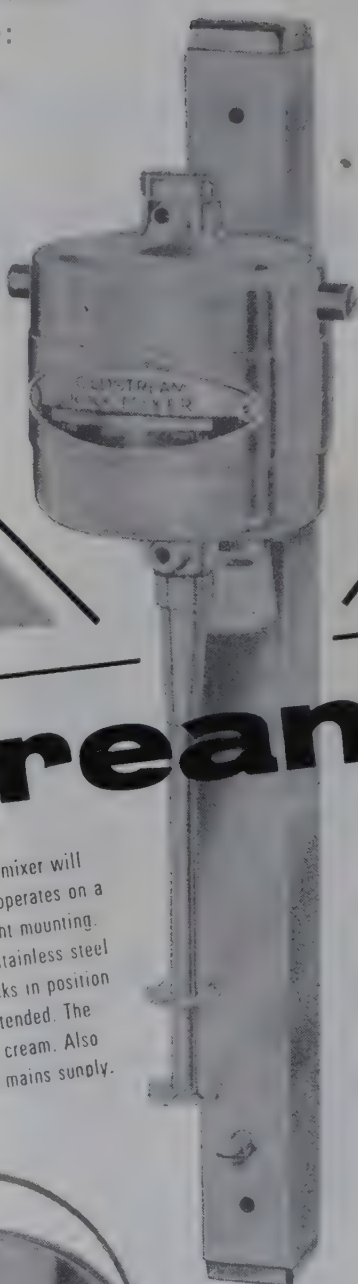
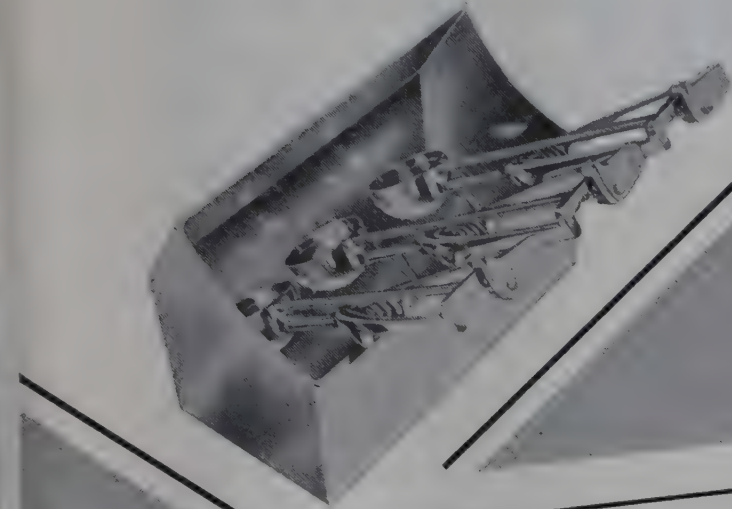
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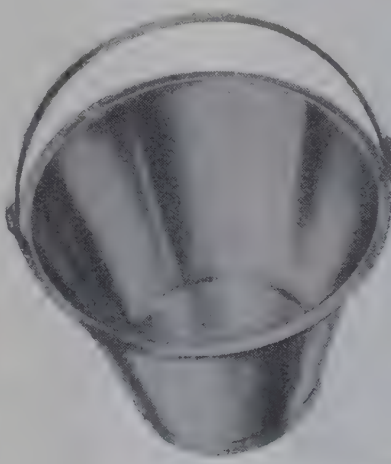


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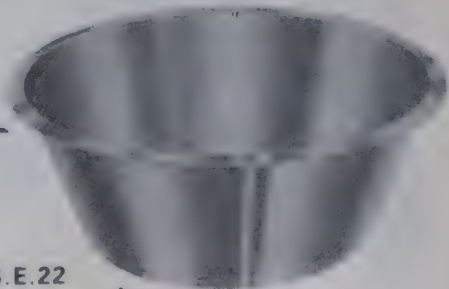
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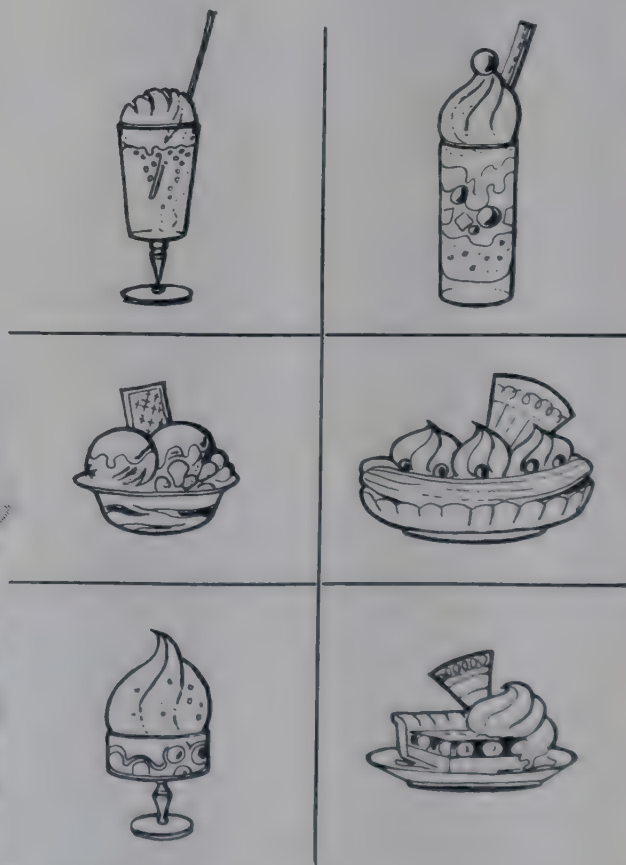
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ICE CREAM

and FROZEN CONFECTIONERY

*Official Journal of the Ice Cream Alliance and the
leading magazine of the British ice cream industry*

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TOPIC IN THE NEWS

AS OTHERS SEE US

It will have been apparent to those visiting recent exhibitions of the Ice Cream Alliance that overseas manufacturers of ice cream processing and packaging equipment are becoming increasingly eager to offer their products to the British ice cream trade. This is hardly surprising in view of the farsighted and imaginative re-development of factories which is being undertaken by ice cream manufacturers in many parts of Britain, and in particular the trade's increasing determination to come to terms with a modern approach to presenting the finished ice cream to the consumer.

ARE BRITISH MANUFACTURERS LOSING THE INITIATIVE?

Much of the equipment at present available from overseas suppliers is specifically designed to meet this need, and is already being incorporated in ice cream factories in Britain, whose owners only a few years ago would have thought twice before involving themselves in the considerable capital outlay which is required to purchase such equipment and bring it into operation.

It is surprising, however, that British manufacturers of this type of equipment should apparently be prepared to allow their competitors from overseas to take the initiative in this field unchallenged. When in the 1950s the introduction of heat treatment and standards legislation brought with it the urgent demand for equipment to enable the implementation of this legislation by ice cream manufacturers operating on a comparatively small scale, British dairy engineering firms placed on the market a range of sophisticated equipment to meet the needs of the situation, and soon led the world in the production of plant suitable for this purpose.

THE IMPORTANCE OF END-OF-THE-LINE PRESENTATION

They have retained this reputation, but seem to be prepared to let matters rest there, without recognising that today it is not sufficient simply to obtain ice cream at the end of the production line but that the equipment must be extended to allow for the attractive presentation and packaging of the finished product. By providing for this, their foreign competitors have shown a keen sensitivity of the market requirements in the 1970s, and the appearance of their equipment in more and more ice cream factories up and down the country demonstrates this clearly.

The names of many of the firms who in the past have played the leading part in providing British ice cream manufacturers with their equipment have become almost part of the history of the British trade. It is to be hoped that these giants are only slumbering, and will take action to regain their dominant position as suppliers to the British ice cream trade.

IN MY VIEW

● IT WAS A SELL-OUT!

“THEY can’t *all* be ice cream people, surely,” one waitress was overheard to whisper to another as the guests filed into the ballroom at the Clayton Lodge Hotel, Newcastle-under-Lyme, recently.

In a way, her remark summed it all up, for there was an incredible turn-out for the annual dinner and dance of the North Staffs Branch of the Ice Cream Alliance, with not a spare seat available at the banqueting tables.

Apart from the fact that the Branch is one of the Association’s most active, the occasion was made even more important because of the great influx of delegates and exhibitors at the spring trade show being held at the Trentham Gardens Pavilion on the outskirts of nearby Stoke-on-Trent.

Deputising for the Lord Mayor of Stoke-on-Trent was the Deputy Lord Mayor, Councillor Mrs. Mary Bourne (“his loss is my gain”, she said, rather engagingly), and she proposed the toast to the Branch. Drawing a contrast between the industry of today and that of, say, 50 years ago, she remarked on the incredible amount of progress that had been made, to the benefit of everybody.

“Think of the joy your products bring, particularly to children”, she said. “And as a nutritious food, what a boon to people in hospital.”

Finally she spoke of the great contribution the wives of the manufacturers and traders have made to the growth of the industry—a sentiment that was warmly applauded and not only by the ladies present! “They deserve all credit”, she said, “for the way in which many of them have been working wives, as well as bringing up their families.”

President Jobes, replying, spoke of the way in which the Alliance was of real service to the trade as a whole, and he particularly mentioned the democratic structure of the Association, which really did mean that it was run by its members, and he appealed to everybody to exercise their rights by taking part in the affairs of the Alliance.

On prices, he said that it was not up to the Alliance to give a lead (indeed, it would be unlawful to set down hard-and-fast rules about pricing). But his personal view was that pricing is a matter for individual manufacturers based on an economic return for labour and capital. Prices should also take into account present rising prices—but should not be affected by what somebody else was charging.

Mr. G. Moruzzi was warmly applauded when he thanked one of the evening’s heroes, A. P. Giannasi, chairman of the Midlands Division, for all that he, and his willing band of helpers, including the hard-working

Mr. Large and many others, had done to make the evening such a success. He also mentioned the exhibition, and the contribution made by Mr. Rodney Relph in its organisation.

After the speeches and the presentations, the dancing went on with barely a pause until 2 a.m., at which time everybody present could with justification say that they had enjoyed a splendid event indeed.

● CURIOUS OMISSION

UNDER the title Food Glorious Food, the British Medical Association has just published (at a cost of 10p per copy) an interesting booklet compiled for them by Dr. Harvey Flack. General scientific knowledge is presented in simple terms and aligned to hints for its practical application by the housewife in the daily meals which she serves to her family.

Surprisingly, ice cream is only mentioned on one occasion in the whole booklet, and then only in passing, although one would have thought that the fact that all ice cream is essentially a carefully balanced blend of such important nutrients as carbohydrates, proteins and fats (three of the main ingredients listed in the booklet as “The Famous Five”) would have justified a little more attention.

by Scoop

● THE TROUBLESHOOTER

THE influence of the Ice Cream Alliance reaches far and wide: that we all know. But a story I heard from Mr. Moruzzi, of Morisis, brought this fact home to me even more forcibly recently.

Apparently, an ice cream manufacturer in Reykjavik, Iceland, was having trouble with their product. They wrote to Mr. Moruzzi after having seen his name mentioned in an American magazine, and asked him if he would be willing to help them sort out their problem.

Mr. Moruzzi replied—and about a year later the letter arrived at its destination! It seems as if it had been caught up in the system somewhere as a result of the postal strike we had last year.

But it was all sorted out in the end, and the firm concerned flew Mr. Moruzzi out to Reykjavik for a week. “Actually”, he told me, “there was nothing seriously wrong. The mix was right and so was everything else. But there was a number of small details which, added together, made for an unsatisfactory product, which I was able to put right. It got me thinking, and the first thing I did when I got back home was to have a look at these items in my own factory—and I found room for improvement. So I can say that my trip was most worthwhile for more than one reason.”



When Mr. U. Pensa returned to Italy to trade five years ago, he took with him his ice cream van—and it continues to be something of a sensation in La Spezia where this type of ice cream trading was quite unknown. Mr. Pensa, formerly of Junction Road, London, is still a fully paid-up member of the Alliance, and even in Italy continues proudly to display the Alliance emblem on the window of the van. I am grateful to Mr. Ciuffardi, of the thriving East Anglia Young Alliance, for sending me the picture. His group, incidentally, would like to hear from any young traders in Italy with a view to exchanging information of mutual interest.

● RECIPE BOOK

FROM our contributor Achille Pompa I have heard of a book which, he says, will surely be of interest to ice cream traders even though it is directed primarily at the housewife who has a hand-turned or electric freezer.

The book is called *Ice Cream, Sherbet and Ices*, by Linda McDonald. It is published in the U.S. by A. S. Barnes at 10 dollars and is distributed in Britain by Joseph Joseloff, of New Bond Street, at £4.00.

Achille Pompa writes: “This is a beautifully-produced volume with over 600 domestic recipes of all kinds, and includes 27 full-page illustrations. The book is divided into 12 chapters entitled Frozen Desserts, Ice Cream, Sherbets, Ices, Sauces and Toppings, Low-Calorie Desserts, Bombes, Mousse, Parfaits, Frozen Pies, Special Occasion Frozen Desserts, and Soda Fountain Treats. It has no less than 16 pages of index.”

more SCOOP overleaf

● STRIKE COULD HAVE BEEN WORSE

IT is difficult to assess how much damage the recent power crisis did to the ice cream industry, but it would appear that the larger wholesalers suffered more in proportion to their size than the smaller firms which have a more personal type of trade. One of the largest firms in the country, for example, shut down production completely for three weeks, while other firms frankly admitted to hardly feeling the effects of the strike—from a working point of view—at all.

The trade was lucky, of course, that while most industries suffered badly, the crisis could hardly have come at a less crucial time of the year for ice cream manufacturers.

Production was not really the difficulty for the larger firms: the difficulty was in clearing their coldrooms. Understandably, customers were reluctant to load their own freezers with ice cream because of the possibility of a prolonged power cut.

With the smaller firms this problem was not so acute because it was possible for them to have more control over



Dr. J. Rothwell, of the Department of Food Science at Reading University has kindly sent me this photograph of those who attended the ice cream course held there. Dr. Rothwell reports that it was a most enjoyable course, attended by a higher proportion of manufacturers than usual.

their stocks. Nevertheless, everybody experienced inconvenience (to put it mildly) to some degree, and sales which have been lost can never be recovered.

● THE SOCIAL WHIRL

IT has without doubt been a busy social whirl for President and Mary Jobs during recent weeks, and there are few areas of the country they have not visited as the guests of Divisions and Branches at their annual dinner dances.

He was in Scotland in both January and February attending first the **South West Scotland**

Division at the Exchange Restaurant, Glasgow, where one of his pleasant duties was to hand over a diploma of merit won in the national ice cream competitions at Scarborough to Mr. Robert Equi, the Divisional chairman.

He was also in Musselburgh, near Edinburgh, where 180 members and guests of the **South East Scotland** Division met at the new town hall which includes lavish function rooms and a ballroom. Also among the guests were the Musselburgh civic head, Provost William Caird, the Chief Sanitary Inspector of Edinburgh, Mr. Ian Wintour, the former Chief Constable William Merrilees, and Mr. Robert Equi, South West Scotland chairman.

Divisional chairman Mr. L. Boni introduced the speakers, and the Provost, in proposing the toast to the Alliance particularly mentioned his friend Mr. Philip Luca, and mentioned the high regard in which the Luca family and business is held among the Musselburgh townpeople.

Mr. Jobs appealed to the members to support the work of the Divisional Committee and to co-operate in their efforts to obtain new members and have all due subscriptions paid promptly.

Mr. M. Reilly, Fife Branch secretary and Divisional vice-chairman, proposed the toast to the guests and gave the company most interesting details of each of the welcome "friends in our



This group of committee members and guests at the South East Scotland Division's banquet includes President and Mrs. Jobs, past president and Mrs. Ilario Guerri, divisional chairman L. Boni and Mrs. Boni, Provost W. Caird, Fife Branch chairman M. Reilly and Mrs. Reilly, South West Scotland chairman Robert Equi, N.E.C. delegate W. Currie and his wife, and committee members Philip Luca, D. Crolla and D. Malocco.

midst". The reply was given by Chief Constable Merrilees in his inimitable style.

Later, in Wales, President and Mrs. Jobes were the guests of the **South Wales Division** at the Merry Friars Ballroom, Barry, where the dinner and dance was attended by no less than 230 members and their guests. As a memento of her visit, Mrs. Jobes was presented with a replica of an old Welsh spinning wheel.

● A NEW BADGE OF OFFICE

By all accounts it was a night to remember for the members of the Southern Branch and their guests when they held their annual dinner and dance at the Carlton Hotel, Bournemouth, a few weeks ago.

Fortunately there were no power cuts to mar the evening's enjoyment, which was most fortunate because it appears to have been a very packed evening indeed. One of the highlights was the presentation by Mr. Tony Infante, the London Divisional chairman, of a badge of office to Mr. G. Browne, the Branch chairman: and to dispel anyone's doubts about this, the secretary read an extract from the Branch minutes relating to the committee's decision to institute this badge.

During his speech Mr. Browne thanked the Branch for the honour which had been bestowed upon him. He referred also to the fact that Bournemouth was to be the venue for the next national conference of the Alliance, and he said how much the Branch were looking forward to being hosts to members from all over the country.

On display during the dinner was the silver challenge cup, won at last year's competitions (dairy ice cream class) by Mr. D. Verrecchia, of Portsmouth. Congratulations were also extended to Mr. Calderwood, of Hortons, for his most excellent kirsch sorbet and his glace surprise served at dinner. Hortons supplied the ice cream at midnight, and dancing went on until 2 a.m.

● OBITUARY

WELL known to ice cream manufacturers, particularly those who regularly attend the Association's conferences, was **Mr. H. C. Boswell** who died in January. On a number of occasions he represented the Association of Public Health Inspectors at Alliance conferences and took part in the general activities, proposing the toast to the Alliance at the annual banquet and representing

public health interests on the panel of open forum meetings.

Mr. Boswell commenced his local government career with the Herne Bay U.D.C. in 1925 and in 1940 became a public health inspector with Romford Borough Council. He was promoted to Chief Public Health Inspector in 1951 but when the borough was amalgamated with the Hornchurch U.D.C. as the London Borough of Havering, he was appointed Associate Chief Public Health Inspector.

He retired in 1970 but continued to live at Romford. Mr. Boswell had not been in good health for some time and he died in hospital on 21 January. He was a member of the General Council of the Association of Public Health Inspectors from 1957 to 1969 and was Chairman in 1967/8.

I have also heard of the death of **Mr. E. A. Riley**, who was joint managing director of Hortons Frozen Products Ltd.

● PUBLICITY BLOW-UP

WITH the new season about to commence it may be expected that members of the Alliance planning their publicity and sales aid programmes will be once again giving thought to the possibility of using balloons carrying their firm's name, associated perhaps with a short, pithy slogan.

It will be recalled that the Ice Cream Alliance has for many years operated a scheme in conjunction with a large balloon manufacturing firm which enables members to obtain balloons of this type at advantageous prices.

As there have been some changes in the packaging of these balloons, as well as in their general cost and adjustments necessitated by changes in purchase tax, the following information will no doubt be of interest to members of the Alliance.

Balloons of standard design, including an ice cream cone and the words "Member Ice Cream Alliance"; 6-inch size, in packs

More SCOOP overleaf.



Mr. Infante, London Division chairman (left) presents Mr. G. Browne, Southern Branch chairman, with his badge of office. On the right is Mr. T. Cole, the secretary-treasurer of the Branch.

Yet another page of
SCOOP

of 300. £1.00 per 100 balloons. Minimum order, 4 packs (i.e. 1,200 balloons). Total cost, £12.00 (including postage).

Balloons of standard design, as above; 9-inch size, in packs of 200. £1.10 per 100 balloons. Minimum order, 5 packs (i.e. 1,000 balloons). Total cost, £11.00 (including postage).

On the smaller balloons the space available for individual slogans means they should be restricted to not more than seven words, as otherwise the print may be too small to be easily readable. Where a longer slogan is required it is advisable to order the larger balloons.

● **NOTTS NIGHT OUT**

NEWs of yet another grand occasion comes to me from the Notts and Derby Branch of the Alliance, which held its eleventh dinner dance at the Shoulder of Mutton, Hardstoft, near Chesterfield.

A record 150 members and guests made this a highly successful evening, even though the snow was falling thick and fast to make the travelling difficult.

The new Branch chairman, Mr. Fred Norris and his wife were on hand to welcome the guests, who included President Jobs and his wife Mary, the Divisional Chairman Mr. A. P. Giannasi, and honorary vice-president Giovanni Moruzzi.

Mr. Morris proposed the toast to the guests which was replied to by Mr. Chetar. Then President Jobs proposed the toast to the Branch which, he said, played such an important role in the running of the Division, which was so well represented on the Council by Mr. Giannasi. He particularly thanked the Branch chairman Mr. Morris, the secretary, Mr. David Whetton, and the members of the committee.

The presentation of awards won at Scarborough last October followed, and the highlights were the presentation of the Silver



President Jobs presents the Silver Medal (horizontal freezer class) to Mr. Don Federici, of Nottingham, during the Notts and Derby annual dinner dance (above). Below are members of the Branch committee and their guests. At the rear are Mr. G. Moruzzi, Mr. A. Franco, Mrs. D. Federici, Mr. D. Federici, Divisional chairman A. P. Giannasi, President Jobs, Mr. F. Morris, Mr. David Whetton (secretary), Mr. R. Maskery. In the front are Mrs. A. Franco, Mrs. A. P. Giannasi, Mrs. R. A. Jobs, Mrs. F. Morris, Mrs. D. Whetton and Miss Maskery.



Medal to Don Federici, of Nottingham (horizontal freezer class), and a diploma of merit to Ian, the youngest son of Mr. J. Morris, which he collected from President Jobs on behalf of Morris & Sons (Blackwell) Ltd.

Then on with the dancing and a game of "musical chairs with a difference" (which sounds rather exciting!) in which the agile young secretary and his gorgeous blonde partner almost—but not quite—took the first prize. The

tombola, with 50 prizes, doubled last year's takings, and Mr. Moruzzi generously made the highest bid for the mystery prize.

● **JOURNAL LATE**

We extend our apologies to both readers and advertisers for the late delivery of this issue of the journal. This has been caused by disputes in the mining and printing industries and we hope to be back on schedule next month.

A cool look at the season's prospects

by **BASIL CROWHURST** M.R.I.P.H.H., M.B.A.C., L.M.R.S.H.

TO attempt to assess the possibilities for the new ice cream season, it may be as well to reflect a little on the past year, so the trends can be seen in true perspective. It is quite clear that the main problem facing the trade during this period was the inevitable continual rise in prices of raw materials, which had to be reflected in several price increases at the consumers' end; strangely enough, it would seem as if such price increases were quite readily accepted by the general public, who seem now to be conditioned to paying more.

Attached closely to the enormous price increase of the basic raw material skimmed milk powder, was a further difficulty in obtaining some of the more regularly used powders: New Zealand milk powders practically disappeared from the market, and the English producers had quite a "hey-day" in supplying. One extraordinary result of all this was the complete disappearance of butter-milk powder, which many ice cream manufacturers used extensively.

BACKGROUND OF RISING PRICES

Similarly, butter prices rocketed, and dairy ice cream became the most expensive type of product, and in some instances, manufacturers found it cheaper to use fresh cream than butter!

Luckily, most other raw materials were fairly stabilised, vegetable fats only showing the normal fluctuation experienced yearly.

With this background of rising prices, it is perhaps reasonable to see a "levelling out" now: the price of milk powders had, in fact,

started to fall slightly by the end of last year, and while there is no hope at all of reaching the very low subsidised prices of previous years, there is every reason to feel that the price will be steady, albeit at around the £280 per ton level. Butter is similarly stabilising in price, and at least it is consoling to see that the raw material situation is fairly steady now, and that no rapid price rises can be anticipated. On this basis, most manufacturers should now be able to assess their costings on a fairly realistic basis, and so set the price of their ice cream at a proper level.

FUEL CRISIS PROBLEMS

Yet another hazard hit the country at the beginning of this year—the fuel crisis, and many ice cream manufacturers found great difficulty in maintaining regular work in their factories.

This crisis, however, could be the reason for an even more forceful approach to the Ministry to get ice cream recognised as a food. When the power crisis came, the Minister made an Order which meant that all industrial work was to be closed down for three days a week completely, with the exception of food manufacturing, which, he said, would only be affected by the rota cuts applied to the whole country. The three-hourly rota cuts would have been quite reasonable to the ice cream trade, but certainly in some areas the Electricity Boards refused to recognise ice cream manufacturing as a "food industry" and several firms were obliged to accept the 3-day shut-down ruling.

continued overleaf

THE SEASON'S PROSPECTS

— continued from previous page

This is surely an opportunity of raising this issue very strongly: maybe the present crisis is over, but in these days, any other similar occurrence may arise without warning, and it can only benefit the trade if the Ministry agree that ice cream manufacturing is part of the food industry, and this will assist in many other directions, particularly with the coming of VAT. A strong argument is now in the hands of the trade, and this could be pressed to advantage.

THE PUBLIC'S AWARENESS

But with the ending of the power crisis the ice cream trade is all set to look forward to a good season: sales would seem to indicate a growing awareness by the public of the benefits of ice cream, and particularly catering is taking more, and many self-service stores are selling ice cream, not necessarily from the national wholesalers' brands, but of their own pack, which is quite often actually produced by an independent manufacturer. The trade as a whole should be encouraged by these indications that at long last the retail food trade is beginning to recognise that quality products are available from the independents.

Likewise, it is encouraging to see the growth of old-established family businesses: up and down the country, expansion in ice cream manufacture is taking place, and on quite a large scale.

Old factories are being demolished and new ones built: many factories are being re-equipped with new machinery, and it is not only new freezers that are being installed, but much of the modern sophisticated mass production machines, and complicated filling and wrapping machines, which a few years ago would have been considered the prerogative of the larger wholesalers.

This all points to the confidence with which the independent ice cream manufacturers are facing the future, and with a growing intake of a younger generation into family businesses, it shows that there is still a willingness to work long hours, which is the inevitable lot of any ice cream manufacturer.

But while the general over-all picture is fairly good, the trade must realise that considerable problems will face them now and in the future: typical of such difficulties will be the introduction of VAT, about which more will undoubtedly come to light shortly, and here the trade can keep abreast of developments by maintaining a close contact with the Ice Cream Alliance, by attending local Branch and Divisional meetings—this is another occasion when membership of the Alliance is shown to be such a sound investment.

Similarly, no-one knows just how entry into the E.E.C. will affect the ice cream industry: while considerable concessions have already been made in proposed standards, there is a great deal of work involved in seeing that the basic ideas which have made the British ice cream trade so remarkably good are not destroyed by vested interests in allied trades. The Alliance has already played an important part in commenting on draft proposals to our own Ministry, who are responsible for negotiations in the E.E.C., and once the final document is signed the activities will probably be rapidly increased as proposed standards are brought closer into being.

Whether or not there will eventually be an overall ice cream standard or edible ices standard, covering all types of frozen confectionery and ice cream, is anyone's guess at the moment, but there is no doubt at all that the situation will have to be watched very closely.

NEW LABELLING REGULATIONS

Also, during the coming year, many manufacturers will have to consider the new Labelling of Foods Regulations, which come into operation early in 1973: this may seem a long way off, but with a busy season in between, and with the necessity of ordering packaging a long time in advance, it would be as well to consider how, if at all, the new Regulations may affect present packs.

Ice cream fats are still a major production of many firms, and several have indicated that they have new blend fats specially for the trade. Most vegetable oils have shown a

slight world market price drop, and are presumably in plentiful supply, and the commonly used hardened vegetable oils, H.P.K.O., H.G.N.O., and H.C.O., are all freely available. Most margarines show a price stabilisation, and butter supplies are steady and have become more easily obtainable.

At one time, it seemed as if sugar would be in short supply, but while the price has risen, it is now steady, and there is no reason to suppose that supplies will be short during the season.

PLENTY OF MILK POWDER

Milk powders are now settled down in price, but New Zealand powder is still scarce, and the position on this particular brand is not at all clear for the rest of the year. However, there is no reason to expect a shortage of milk powders, as there would appear to be plenty of British powder on the market. Buttermilk powder is still scarce, and again the future supply position is not clear.

When milk powder prices rose so much last year, many ice cream manufacturers turned to the use of whey powder, and this is quite freely available, although the price of the British product has risen slightly. There is considerable speculation that an American whey powder will be available shortly, and if this does materialise, it could well offer the trade an excellent replacement for part of the milk solids-not-fat: the American whey powder is pure, with much less of a marked flavour, and its price will possibly be below that of the British counterpart.

Similarly, lactose, which is pure milk sugar, has found a place in the ice cream recipe today, as a means of reducing the milk powder used, while still yielding a "balanced" mix. This is a good economical method of balancing a recipe, and the main British suppliers, Whey Products Ltd., offer the trade an assurance that as far as can be seen the price of their lactose should hold steady for at least a year. Supply is freely available.

Glucose, and its counterpart, powdered dextrose, is also freely available, but for some time the ice cream trade has suffered from the lack of satisfactory distribution arrange-

ments: the large manufacturers of these products will not serve customers with less than ton lots at a time, and what the trade needs is an enterprising supply house distributor who would make smaller quantities available to the trade. It is not necessarily a question of finance which stops the independent manufacturer from buying in bulk, but quite often is a matter of physical inability to store large quantities. The demand for glucose and dextrose, with the attendant benefits in improvement in quality of the ice cream, is there, and somehow or another the manufacturers of these sugars should consider how they can get supplies to the trade, even if it means setting up their own joint distributing company: the demand from the trade would soon show a good pay-off.

Emulsifying and stabilising agents are continuing to be freely available, with little basic change, but it is interesting to note that Alginate Industries Ltd., are now selling all their stabilisers by metric weight, although they do give the Imperial equivalents.

With plant and equipment, while many firms are supplying new modifications of existing machines, there is also a growing importation of overseas equipment, particularly from Italy, where new ideas in pasteurising plant and ice cream freezers have been developed. Multi-flavour display cabinets are a particular feature.

STERILISER IN SACHETS

Over the years, the use of Iodophors for ice cream plant and equipment sterilising has grown, but in some instances the ice cream manufacturer has found this perhaps difficult to handle where he passes the steriliser to factory hands, or even to vehicle operators. To overcome the difficulty of cost assessment and to facilitate ease of operation, Ciba-Geigy Ltd., manufacturers of Iosan C, are introducing this same product in sachets: each sachet will provide four gallons of sterilising solution, and all the operator has to do is to open the sachet and drop the contents into a bucket of water. The control of sterilising can therefore be much more exact in practice and costing, which will be a welcome idea, particularly to operators of fleets of soft-serve vehicles.

BOURNEMOUTH 1972

CONFERENCE TERMS AT THE ROYAL BATH HOTEL AND PALACE COURT HOTEL

*Bookings to be made through
The Ice Cream Alliance,
90/94 Gray's Inn Road,
London WC1X 8AH.*

ROYAL BATH HOTEL

All rooms with private bathroom, and including TV.

Terms include bed, breakfast (morning tea and newspapers), luncheon and dinner, and are subject to 12½% service charge.

£9.00 per person, per day—for single, double or twin-bedded accommodation, with seaview.

£8.00 per person, per day—facing inland.

PALACE COURT HOTEL

All rooms with private bathroom.

Terms include bed and breakfast, luncheon, dinner (with coffee included after lunch and dinner), and are subject to 12½% service charge.

£6.75 per person, per day—for single, double or twin-bedded accommodation, facing sea.
£6.50 per person, per day—facing inland.

CONFERENCE, BOURNEMOUTH, 17-19 OCTOBER 1972

I shall require accommodation for.....persons for the nights of
..... October to October (both nights inclusive).

I would like to reserve at the ROYAL BATH HOTEL, Bournemouth:—

at £9.00 per person, per day + 12½%..... Twin-bedded room(s)
..... Double-bedded room(s)
..... Single room(s)

at £8.00 per person, per day + 12½%..... Twin-bedded room(s)
..... Double-bedded room(s)
..... Single room(s)

I would like to reserve at the PALACE COURT HOTEL, Bournemouth:—

at £6.75 per person, per day + 12½%..... Twin-bedded room(s)
..... Double-bedded room(s)

at £6.50 per person, per day + 12½%..... Twin-bedded room(s)
..... Double-bedded room(s)

NAME.....

ADDRESS.....

.....Tel. No.....

Please note: Although the actual conference dates are the 17-19 October, the Opening Session is early on Tuesday morning and delegates wishing to take part in all activities are therefore advised to book in on Monday, 16 October.

Single room accommodation is extremely limited, and delegates are requested to arrange to share twin-bedded rooms wherever possible.

THE briefest of glances through the list of facilities and attractions which Bournemouth offers its visitors will be sufficient to convince even the most demanding of delegates that the decision of the National Executive Council to visit Bournemouth with the 1972 conference was a sound one. It is becoming increasingly difficult to find towns able to provide venues within close proximity of each other to meet the needs of the wide range of activities which the Association tends to concentrate into the three days available for the annual conference.

In Bournemouth such opportunities exist, and the exhibition and competitions will be staged in the Pavilion which is just across the road from the two main hotels selected as conference headquarters—the Palace Court Hotel and the Royal Bath Hotel. The Pavilion will also be able to cater for the civic reception which the Bournemouth corporation are to give to the Association's delegates, and for the national banquet of the Ice Cream Alliance on the Thursday evening; plans are also in hand to use the ballroom there for the Divisional night.

Those who like to base their assessment of a conference town on statistical information will no doubt be interested to hear of the fine golden sands and 2,000 acres of gardens and parks which provide such an attractive

setting for Bournemouth, with its sophisticated shopping precinct second to none outside London. Add to this Bournemouth's annual sunshine record of over 1,700 hours, and it is easy to see that the town has justification in laying claim to being Britain's holiday resort with the longest season.

The fortunate delegates who manage to find a little spare time will be well served there, with its reputation for all-the-year-round entertainment and its beautiful and historic surrounding countryside, which includes the 90,000 acres of the New Forest, a coastline sprinkled with little coves, and Christchurch with its Priory and trout rivers, to mention but a few spots worth exploring. And the Association's sportsmen need not worry—in addition to two municipal golf courses of international standard there are another eleven within a radius of 14 miles of Bournemouth to choose from!

The easy accessibility of Bournemouth by rail and road links from the midlands and the north, and from London by electric train within a 100-minute journey, helps to underline its choice for the Conference as a popular one, and already it is clear that the stage is set for a most successful event this October. Even at this early date there is every sign that the response to all the activities planned will be full-hearted.



The Palace Court Hotel (left)—one of two hotels at Bournemouth where bookings are being taken for this year's conference. Both hotels are conveniently near the Pavilion.

FIRE !

FIRE !

Every year, hundreds of lives are lost in this country, and millions of pounds' worth of damage to property is caused by the ravages of fire. It needs no stressing that fire can be a terrifying experience. But if it happens to you, are you prepared, asks
GEORGE STAGG, F.H.C.I., F.R.S.H.

THE sudden cry of "Fire!" can be the most terrifying experience any person has to endure — and yet it happens more frequently than one would imagine. It is not only the immediate danger to life and property which are so horrific, it's all that follows — the shock, the loss of business and income, the insurance claims, the mess, the frustrations and the long, tedious process of building up a disrupted life.

In 1970 the cost of fire to this country was no less than £127 million, and in 1969 an incredible 745 lives were lost by fire. And yet, most of these could have been avoided. Many were caused by smokers, particularly those who were anti-social enough to smoke in forbidden places. Others were caused by bad electrical wiring, often installed by people without the necessary qualifications, resulting in overloading and consequential fires. As central heating becomes more and more common (and therefore more unscrupulous central heating "experts" try to cash in on the market), so more fires are attributable to badly-installed boilers and other appliances.

How do you go about preventing fires? Fortunately there is at least one important thing you can do which is both effective and free of charge. And that is to make contact with your local Fire Prevention Officer. He will give you so much valuable information just by making an examination of your premises that at least you can rest assured (if you act upon his advice) that all has been done to eliminate most of the fire hazards.

So concerned are the authorities about the increasing number and cost of fires that a Fire Precaution Bill has been introduced in Parliament recently, and this is destined to have a tremendous effect on hotel/catering/food industry. Unfortunately the idea that loans be offered to people whose premises have to be altered or rebuilt in order to qualify for a fire certificate (Clause 37) has been turned down. Local authorities are, however, taking this up and it is possible that some slight assistance in this connection may become available for specific appliance with the Act. In the preparation of the Bill it has been assumed that life is more valuable than property, and nobody can argue with that.

Now whenever I am away staying at a hotel I invariably look to see what has been done for my protection from a possible outbreak of fire. And what do I find? Inadequate emergency exits (in some cases it would be necessary to go through another bedroom, the door of which could be locked), and windows which are difficult to open (once when I asked a porter to open a window for me it took him 20 minutes). Some firefighting equipment is badly placed, outdated and too heavy to handle. With modern equipment it is not necessary to have heavy, bulky extinguishers everywhere.

Kitchens and preparation rooms are usually most vulnerable to small fires which need to be doused at once in order to prevent a major disaster, and in these areas an asbestos blanket should be kept. The modern extinguisher can cope with many different types of fire and the contents are harmless to foodstuffs and materials. They are trigger-operated, so a single squirt does not mean a complete refill.

PORTABLE AND EFFECTIVE

During a recent visit to a fire appliance manufacturer I tried out a number of these extinguishers and can confirm that they are easily portable and effective. Fires are classified into three different types: "A", which involve wood, paper, fabric and other carbonaceous materials, "B", which are liquid, such as petrol, paraffin, oils, fats and other inflammable liquids, and "C", which are gases such as propane, butane, hydrogen, acetylene. To aid instant recognition, extinguishers are now colour-coded to the new British Standard — *red* for water, *cream* for foam content, *green* for vapourising liquid and *black* for CO₂ content.

Directions on the exterior of the extinguishers have been simplified so that they are easy to read and understand, an essential simplification when it is remembered that it is the *first seconds* that count — not minutes — when it comes to fighting a blaze. And so if it ever happens to you, make sure you can use those first seconds to advantage by actually fighting the fire, rather than getting out-dated equipment to work or brushing off the dust to read lengthy instructions.

NEW PATENTS

PUBLISHED SPECIFICATIONS, ETC.

Domestic Ice Freezer. Rapid-acting ice cream freezer using a drum filled with a refrigerant (brine) that is kept supercooled in the domestic deep freezer compartment until used. For ice cream production, this drum is transferred to the mix containing trough or like, and a doctor blade then interacts with the drum surface shaving off the developed ice cream while the drum is manually cranked.

Holland No. 7,012,370 H. Hofer, Klagenfurt (Austria) (Filed 29-8-69; issued 2-3-71).

Carbonated Sherbet. A frozen mixture of soft-ice and carbonated beverage is held under pressure in a hermetically sealed bottle or can so that, when subsequently opened under ambient conditions, the CO₂ expands creating a fine-foaming snow-like ice sherbet which retains some dispersed carbon dioxide.

England No. 1,227,633 Morinaga Milk Industry Co. Ltd., (Tokyo) (Filed 14-2-69; issued 7-4-71).

Coating Cereal with Ice Cream Products. Ready-to-eat breakfast cereal develops upon adding milk the flavour of, e.g., vanilla ice cream by coating the cereal particles with syrup and applying dry ice cream, e.g. freeze-dried or spray-dried vanilla-type ice cream powder mixes, and drying.

America No. 3,561,981 National Biscuit Co., New Jersey, N.J. (USA) (Filed 15-5-67; issued 9-2-71).

Ice Cream Production. The starting materials are quick-frozen for 2-8 minutes by applying a liquid nitrogen spray to the container, thereby increasing the air bubbles in the mix, and the homogeneity of the ice cream product.

Japan No. 5027/71 Kikujirushi Nyugo Co. Ltd. (4-3-68; issued 6-2-71).

Frozen Confection. Fat-free or low-fat, high-protein ice cream or like having good texture is prepared by whipping and foaming an aqueous solution of e.g. egg white solids (12-40%), sugars (10-15%) and up to 1% guar gum thickener, etc., to an overrun of 150-400%. The foam is then co-agulated by subjecting it for 3-20 seconds to microwave energy (in a Raytheon 2 kw oven) or induction resp. dielectric heating to provide a non-rubbery texture in the foam, and freezing.

America No. 3,556,813 Th. J. Lipton Inc., Englewood Cliffs, N.J. (USA) (Filed 8-12-67; issued 19-1-71).

REPORTS

FROM

DIVISIONS

AND

BRANCHES

A ROUND-UP OF THE
NEWS AND VIEWS
EXPRESSED AT THE
ASSOCIATION'S DIVISIONAL
AND BRANCH MEETINGS
RECENTLY

LONDON AND HOME COUNTIES DIVISION

Getting ready for the Bournemouth conference was the main theme occupying the attention of members of the London & Home Counties Divisional committee at its January meeting in London, under the chairmanship of Mr. Infante. A conference sub-committee has been appointed and arrangements are being made for the Divisional committee to hold their next meeting in Bournemouth so as to enable members to familiarise themselves with the venues for the Association's activities in October.

The committee received an outline of the terms of reference adopted by the East Anglia Branch to govern the activities of Young Alliance Groups, and it was suggested that these could usefully form the basis of an article for the Association's journal.

A report from a member on difficulties encountered in an attempt to obtain supplies of skimmed milk for use in ice cream was noted.

Reports on the Divisional function, as well as similar functions held by Branches of the Division, indicated a considerable success both from a social and financial point of view; this was noted with gratification by the Divisional committee.

YOUNG ALLIANCE GROUPS ARE EXPANDING

EAST ANGLIA BRANCH

(London & Home Counties Division)

Reports on the progress in establishing Young Alliance Groups in various parts of the country were received with interest at the meetings of the Branch in January and February. On both occasions the Brunchi Bar at Epping was the venue for the meeting and Mr. A. Dellamura was chairman.

Appreciation was expressed to members of the Young Alliance Group who had travelled to the Northern Division with a view to attending the inaugural meeting of a Young Alliance Group in Blyth, and a similar visit to Bristol was planned.

Price increases in the trade's raw materials were discussed by members present, and

disappointment expressed that the criticism of a statement disparaging of the British ice cream industry alleged to have been made by a representative of one of the national trade houses, had not been more vigorously dealt with in the columns of *IC&FC*.

KENT & EAST SUSSEX BRANCH

(London & Home Counties Division)

More information about VAT was demanded by members of the Kent & East Sussex Branch at their meeting in January at Canterbury, with Mr. E. Anselmi presiding. The meeting also discussed how ice cream traders could help in the anti-litter campaign to be organised by the Keep Britain Tidy Group, and whilst it was their view that the carrying of litter bins on ice cream sales vans was not a practical proposition they expressed themselves in favour of assisting by the display of posters urging the public to avoid creating litter. It was emphasised, however, that it was important to ensure that any publicity matter to this effect carried on vehicles should not obscure the driver's all-round vision.

NOTTS. BRANCH FIGHT PARKING RESTRICTIONS

MIDLANDS DIVISION

Parking restrictions outside schools in Nottingham were a matter discussed by the Divisional committee at their meeting in January in Birmingham, under the chairmanship of Mr. A. P. Giannasi. The secretary of the Nottingham & Derbys. Branch reported in some detail on steps which he had taken to discuss this matter with members of the local Council who had raised this issue, and it was regretted that his efforts to obtain a joint meeting had so far not been successful. Further approaches to both the local authorities and the local press were suggested by members of the Divisional committee.

Recent summonses issued against traders in the Nottingham area for failing to comply with the Food Hygiene Regulations were also brought to the notice of the committee, the members concerned indicating that in their view the extent of the action taken was

not justified by the alleged offences, some of which were not admitted at all whilst others were of an entirely technical nature. The summonses were being contested by legal representation. Arising out of this matter it was also remarked that some uncertainty appeared to exist about the type of first-aid kit which salesvans were expected to carry, and it was suggested that this should be clarified by obtaining a ruling on this point at national level.

The Committee endorsed the view that the rules of the national ice cream competitions required a clarification of the position of self-employed drivers so far as entry in the competitions was concerned. It was emphasised that only self-employed drivers who were themselves the owners of the vehicle they operated should be entitled to enter the competitions in their own right.

BAN ON BULK SALES OF ICE CREAM

NORTH-WEST ENGLAND DIVISION

Meeting in Walkden in January under the chairmanship of Mr. P. H. Tomkins, the Divisional committee accepted with regret the resignation, due to health reasons, of Mr. A. R. Mescki, as honorary treasurer to the Division, and after expressing their sincere gratitude to him for his work in this capacity over the past eight years appointed as his successor Mr. B. Scappaticci.

A report from the secretary on trading difficulties experienced by members in the central area of Manchester following the new Street Trading Regulations introduced in 1971, was noted with regret by the committee, who expressed the view that if necessary financial assistance should be given to the members concerned in fighting for the retention of their livelihood at Magistrate's Courts level.

After further discussion of the local bye-laws in the Golborne area which prohibited shop sales of ice cream from bulk, it was decided to take no specific action at the present time and to await further consideration of this matter by the local Council.

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ICE MACHINE

This ice-maker from Prestcold—called the Icematic 50—can produce up to 110 lbs. of cube ice daily. Other models in the range can offer continuous production from 44 lbs. to 220 lbs. daily. Full information about the machines, which were exhibited at Hotelympia, can be obtained from Prestcold Limited, Theale, Reading, Berks.

PENDLETON'S EXPANSION

Mr. Oswald Page has joined William Pendleton & Sons, the ice cream and sugar confectionery manufacturers, as special accounts executive, London and Southern Counties.

Mr. Page, a member of the Worshipful Company of Bakers, the City Livery Club, and Fellow of the Grocers Institute, has been well known in the grocery and food trade for over 40 years.

In line with the expansion taking place within Pendletons comes the news that their entire distribution fleet is going over to a new white and light blue livery, incorporating the new Pendleton sign. The change is due to be completed by March this year.

TRADE

MARKETING CATTABRIGA

Marynen Refrigeration Ltd., who have over the past few years been marketing a range of refrigeration equipment in this country, have recently acquired the exclusive distribution for the U.K. of the Cattabriga ice cream machine equipment. This range includes the latest type of automatic batch freezers and pasteurizers.

Marynen was originally an old-established (1899) Dutch company with factories in Holland making a range of refrigeration equipment and an ice cream display and sales cabinet. Cattabriga is one of the oldest Italian ice cream equipment manufacturers, who are now making their way into the U.K. through Marynen. The range was introduced to the trade at Hotelympia and met with considerable interest, and was also shown at the Midlands ice cream exhibition at Trentham Gardens last month. Shown here is the Cattabriga Mantematic 60 automatic horizontal batch ice cream freezer.



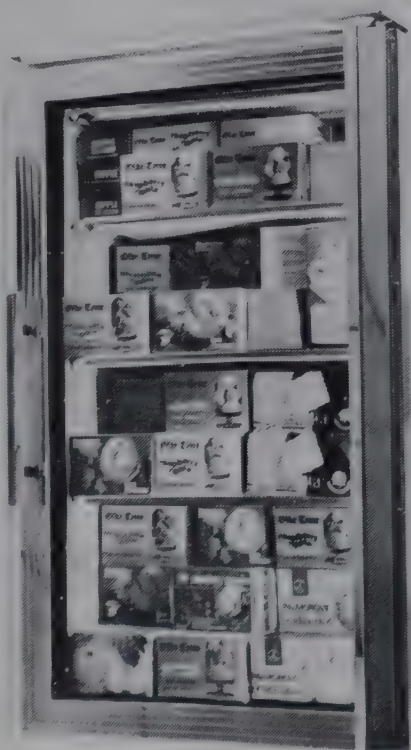
NEWS

MINI FREEZER

New addition to the range of vertical frozen food and ice cream display cabinets from the Vertical Cabinet Co. Ltd. is the Minor. Only 48 ins. high, it is fitted with Verco's mist-free glass door, which remains clear despite a minus 10°F temperature inside. The self-contained unit is designed for eye-level mounting on shelf or counter.

The cabinet will hold six cu. ft. of frozen food or ice cream, and lights mounted both inside and outside (the latter behind a removable name-plate) help to make an attractive display. The cabinet carries a 12-month guarantee and costs around £142.

Ice Cream



HAT FOR HYGIENE

Soft, white, stretchable, non-woven fabric has been used by DRG Designs, of Victoria House, Southampton Row, W.C.1, for this new disposable work-hat, which is printed in cerise or turquoise stripes. They are available in small/medium and medium/large sizes and are packed in units of 100 by 10 to a transit carton. They can be specially printed to customers' requirements.

ON THE BOARD

After nearly 44 years with the Kent Coast Ice Cream Company, **Mr. George Dray**, for the last 16 years the general manager of the firm, has been made a director.

Aged 69, Mr. Dray is continuing in his capacity as general manager part-time. Married, with a son and daughter and four grandchildren, he lives at Western Road, Margate. Before becoming general manager he was works manager for 18 years.

Mr. John P. Mills has recently been appointed national sales manager for the sale of Food Industries' products to customers in the flour, confectionery, ice cream and margarine industries, it has been announced.

TRADE NEWS

PARTNER REQUIRED

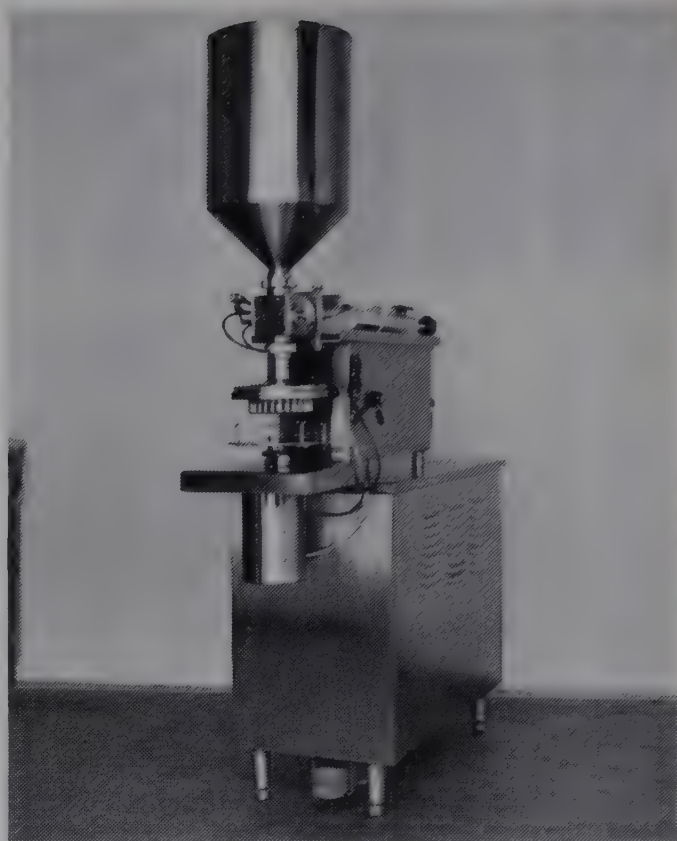
A German company which produces ice cream machinery and mix is looking for a partner in Britain who will help them to market their equipment over here.

The company is Lumen GmbH, of Petzmannsberger Strasse 37, Kulmbach, Germany. They are exploring the possibility of selling their Luna soft ice pasteuriser-freezer and Luna soft ice mix. At the moment their main customer field lies in department stores and other areas where there is a heavy customer traffic for high soft-ice sales.

COOL DELIVERY

This small run-about-town insulated vehicle body has been designed with the home freezer boom in mind by J. H. Sparshatt & Sons, of Portsmouth. It is suitable for a range of chassis, and can be used for delivering freezer cabinets or supplies of frozen food. With a capacity of 200 cu. ft., it could also be of interest to the hotel and catering industries.

Being well under three tons unladen weight, such a vehicle can be driven by any driver without the need for a heavy goods vehicle licence.



GATEAU MAKER

Pictured above is the Mark universal multi-purpose filling machine which Freeze Pack, of Weybridge, Surrey, were demonstrating at the factory of Midland Counties Dairy, in Birmingham, last month. Unfortunately the live demonstration coincided with the worst of the power cut crisis which meant that the demonstration was limited: however, visitors were able to see how, when coupled to a continuous ice cream freezer, the machine is capable of producing ice cream gateaux and specialities.

The point about the machine is that it really is universal and can produce a whole range of products according to the type of head it is fitted with and the type of machine to which it is coupled. It can be used with ice cream, candied fruits, nuts, whipped cream, slush ice, jellies, jams, yoghurt, etc. It can make cassatas, or fill and decorate tubs and ice cream or pastry gateaux, or it can even handle liquid or paste products. It can also be fitted with an electronic timer: connected to a continuous freezer it can then fill containers with multi-coloured ice cream.

Midlands spring ice cream exhibition

EVEN THE POWER CUTS
COULD NOT QUELL
THE ENTHUSIASM OF THE
TRADERS AND VISITORS TO
THE SHOW, HELD AT
TRENTHAM GARDENS, STOKE

A REPORT BY
PETER HEWITT

THANKS largely to the power cuts, the spring ice cream exhibition last month turned out to be rather like the curate's egg—all right in parts. But if the effect of the coal strike meant that many people decided not to attend then this was a pity, because it was obvious that a considerable amount of work had gone into the organisation of the exhibition, and steps had been taken—by the use of mobile generating equipment—to supply at least lighting to the stands even if not enough power to run freezers or other pieces of machinery.

If the organisation of the event was lacking in very little, then it could be said that the venue was, for an event of this size, quite perfect. For one thing, Trentham Gardens is ideally suited with good road communications, making it easy enough for visitors to come from all over the Midlands. Indeed, there were familiar faces present from even further afield. The exhibition hall itself, in the Garden's pavilion, was more than adequate, with ample space for the 50 or so stands; in fact, a few more exhibitors could easily have been accommodated without it being overcrowded. The hall is warm, and cheerful, and well decorated, and its compact size and "family" atmosphere which resulted from the comparatively small number of people in attendance, contrasted strongly with, say, Edinburgh's Waverley Hall exhibition of October, 1970. The pavilion has its own snack bar, licensed bar and restaurant; and just outside the glass doors there is plenty of room for a representative display of salesvans.

But good surroundings and ample facilities do not, in themselves, necessarily make a successful exhibition—there is rather more to it than that. So what was the general feeling of the visitors and the exhibitors? What is the importance of the spring exhibition in the ice cream manufacturer's calendar? And how should it be viewed *vis-a-vis* the October exhibition of the Alliance?

I attended the second day of the three-day event, and I spoke to as many people as I

continued on page 382

SPRING ICE CREAM EXHIBITION

—continued from page 381

could fit in to a tight time-schedule. Certainly from the power point of view I chose the right day, for there were no cuts; anyway, the sun shone brightly across the gardens and in through the big windows so there would not have been all that much inconvenience if the lights had gone out. The first thing that struck me as I arrived was the general excellence of the venue; the second point was the seemingly low number of visitors, a sentiment which was echoed by a number of the exhibitors to whom I spoke. Even so, some of them commented, it was better than the previous day which had been fairly disastrous from that point of view. "But it depends what you are looking for," said one. "For me, I regard this as being a local Midlands show and I don't expect to see crowds of people here. But I think it's worth coming just to show the flag if nothing else."

In the same vein, Mrs. Lena Stokes, of **Stokes Ice Cream Dairies**, said: "I don't really expect to do any business here. With the power situation we haven't even got any samples of ice cream. But it is at least another chance to meet our customers in the area." Mrs. Stokes told me something of the expansion plans at their Wotton-under-Edge factory. "The bigger we get, the more important it is to take every opportunity to keep our name in front, and exhibitions of this kind, and advertising, are two good ways of going about it."

SPENDING MONEY

From **New Seaham Ice Cream Dairy**, Mr. R. A. Jobes, president of the Ice Cream Alliance, was satisfied with the attendance. "There may not be many people here," he said, "but those who *are* here are interested in spending money. At least, that's the way I've found it on my stand, and we've already found it worth while in terms of orders we've taken." Mr. Jobes also thought it was a good idea to hold an exhibition of this sort at this time of the year. "Not so much from the machinery manufacturer's point of view—it's too late now to start ordering machinery for this year. But the ingredient manufac-

turers, and those of us who are offering ice cream products, are finding that this is the time when people are gearing up for this season's business, and deciding which lines they are going to make and which lines they are going to sell. This particularly applies, of course, to those who have new lines to offer. While these manufacturers may have whetted traders' appetites by advertising in the Journal and elsewhere, meeting customers here enables them to answer questions face to face or to dispel any doubts that may be in their minds."

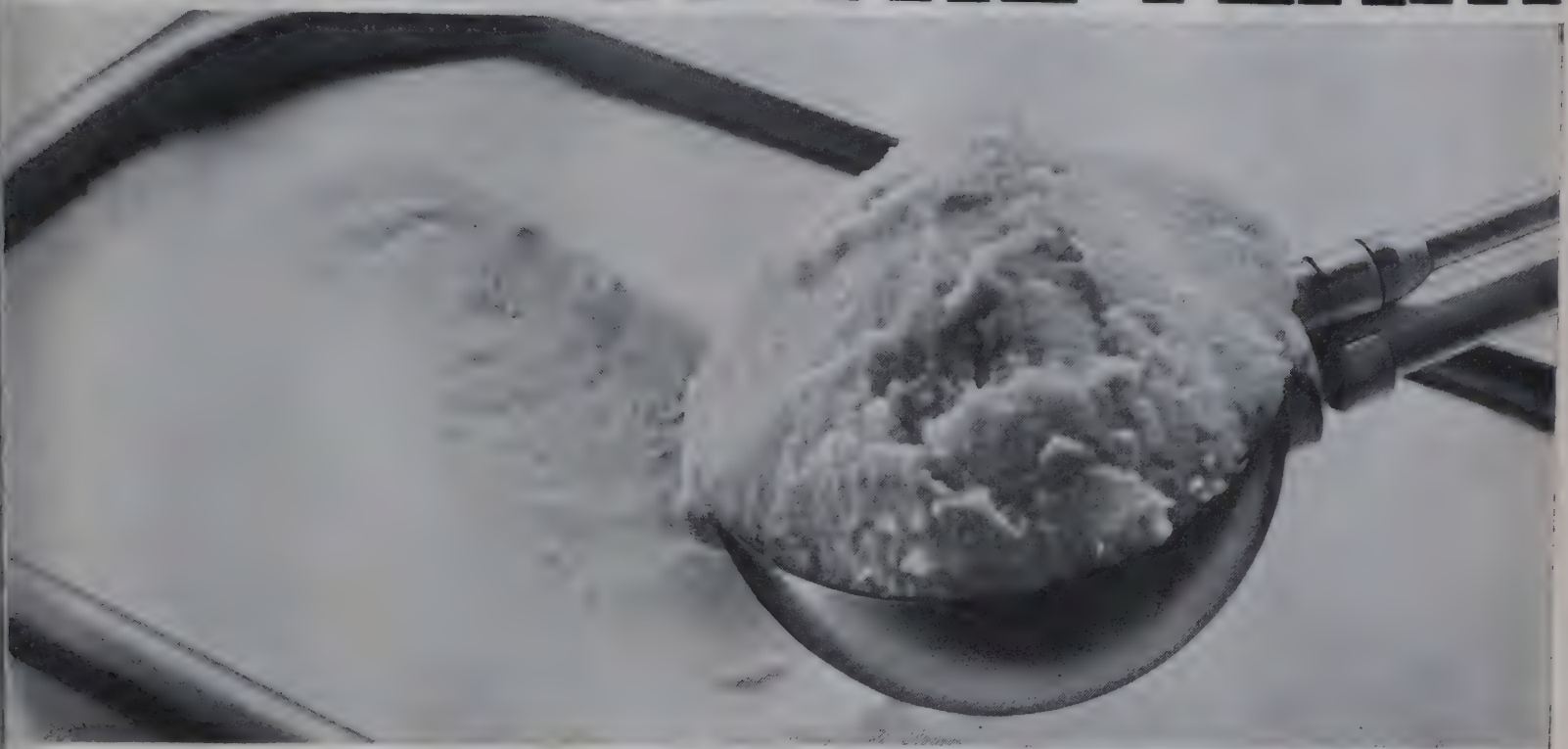
An example of just this facet of the exhibition's activities was given to me by one of the representatives on the stand of **J. Bibby**, of Liverpool. As most traders know, Bibby have been advertising their new Super Kit ice cream fat which they introduced at the beginning of the year. "Having seen the product advertised, many people have been coming along to the stand to talk about it," he said. "And we have been doing some good business with it: it's catching on fast."

MORE VISITORS

By the afternoon things at the exhibition were looking somewhat better with many more visitors. The numbers were swelled by those who were to attend the annual dinner dance of the North Staffs. Branch of the Ice Cream Alliance at nearby Newcastle-under-Lyme that evening, and who took the opportunity to fit in a visit to the exhibition on the same day. But anyway, the number of people present was a great improvement. "A pity it's not like this all the time," commented one trader, while another confided in me that the October show was really enough: "Frankly, I'd rather not be here. But I feel that I must." Yet another exhibitor had a different view. "The October exhibition and conference is the most important date in the year for anybody in the ice cream industry; an event not to be missed. And from the purely social point of view—meeting old friends, and so on—it's wonderful. But in its own little way I find this spring exhibition really excellent from the trade point of view."

continued on page 384

SCOOP OF THE YEAR!



Craigmillar's guide to ICE CREAM PROFIT

It's everybody's scoop of the year when you're offered a choice from the finest range of ice-cream fats available today – a choice of quality products that can't fail to stimulate sales. Choose from established favourites such as Flaked Icecoa or the latest in ice-cream fats – NEW Delfia. Look at the rest of Craigmillar's Summer Guide. They add up to a super spread of aids to better, more profitable ice-cream making in 1972.

Icecoa 100% Palm kernel based fat. Pure white with a quick melt down. Suitable for all processes.

Flaked Icecoa Icecoa in convenient-to-use flaked form.

NEW Delfia Welcome return of this low-cost, all-vegetable product. Designed as an economic alternative to the more expensive lauric fats.

Vebol A specially processed, bland vegetable fat, giving extra big savings with soft ice-cream.

Splendo An unsalted margarine providing smooth ice-cream with a rich creamy flavour.

All are available in 28lb boxes and are backed by Craigmillar's Technical Advisory Service.

START OF SEASON SPECIAL OFFER!

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On the stand of **Marynen Refrigeration**, who are marketing the remarkably good-looking Cattabriga equipment over here, Mr. John Miller, a director, was impressed. "Although Cattabriga are old-established manufacturers of ice cream equipment, we are newcomers to this branch of the trade," he said, "so I can't comment on how this show compares with others. We were at Hotel-lympia in January, however, and in its own way this present exhibition compares most favourably with that. We feel that we have an excellent range of equipment and we are going to take every opportunity we can to get it launched properly over here. We shall certainly be showing at Bournemouth in October."

Mr. G. Moruzzi, of **Morisis**, was his usual jovial self, and on this occasion he had something extra special to smile about, for together with **HB Ices**, of Dublin, he had taken stand space to announce his tie-up with HB whereby he will be marketing their ice lollie products in this country. HB's Mr. Brian Reddy, business development manager, said: "We really think we're in with a chance. We have a good range of products, with some new novelty lines, and even taking into account the freight we shall have to bear we can still offer them at competitive prices over here."

NO MACHINERY

Sweetheart Plastics were quite happy with their stand even though they had decided not to bring along one of their famous Flex-E-Fill machines. Instead, they concentrated on showing their range of cups and drinking straws, including their flexible straw which is used in a number of hospitals. This novelty line is also selling in party packs.

"A disappointing start," said a representative of **D. T. Mahon**, "but it seems to be picking up a little now. We've had plenty of enquiries which make it well worth our while to come here." Mahon were showing only one machine, the model 707 Taylor Freezmaster soft-serve which is comparatively new in this country, although it's been

on the market in the United States for over a year. "Some people have criticised the Taylor machine in the past for being too slow in use," the representative told me, "but these problems have now been overcome, and the 707 in particular is as fast as any other machine on the market. It's fully automatic, of course, in every aspect, from feeding it with the mix to cleaning and sterilising."

TAKE-HOME WAFERS

Several ice biscuit firms were on show including, of course, **Antonelli Brothers**, of Manchester, who were enthusiastic about their standard lines and two comparative newcomers to the range. These are King Coney cones (these are specially large), and Coney Cups, both of which are going down well. Mr. Antonelli also pointed out that, because of the demand for their products from the London area, arrangements have been made for their distribution with **M. Macdonald & Co.**, of Plumstead High Street, S.E.18. (Incidentally, Mr. Antonelli pointed out that their trade mark is spelled "Sonny", and not "Sonney", as printed in the January issue of *IC&FC*.)

Salada were showing their take-home ice wafer and cone packs—and very nice-looking they are, too. In fact, I put it to them that the coloured cardboard boxes probably cost more to produce than their contents of 20 cones or sliders. "We tried putting them in cheaper containers, or just in polythene bags," I was told. "But it's not strictly legal. Anyway, if a housewife has got a bulk can of ice cream in the freezer, it's obviously a great advantage if she's got a pack of cones to go with it, and she doesn't want to find, when she's got back from her shopping, that most of them have been damaged in transit. With this box they stay fresh and safe." Salada have also re-introduced Barkies milk chocolate flakes, which they are bringing in from Ireland, and they hope the well-known "Bunnies Ears" will once again become a popular feature of the ice cream trade.

continued on page 386



We say we offer the best range of ice cream ingredients. Make what you like of it.

That's the whole point. With Unigate's Kreemix and Sterile Liquid Mix, you make ice cream just the way the virtuoso spirit moves you. If you have an especially adventurous outlook, call on us too for milk powders, whey and buttermilk,

condensed milk and concentrates. Anything that comes from milk, after all, must come best from Britain's biggest dairy name. Try us. Write to Graham Rogers, Sales Manager, Unigate Foods Ltd., Industrial Section, Trowbridge, Wiltshire.



Unigate Foods

SPRING ICE CREAM EXHIBITION

—continued from page 384

Craigmillar were taking advantage of the show to meet their friends and customers which, they felt, was particularly important at this time in view of the raw materials difficulties which traders had been experiencing. But, they said, the position was getting easier. "It's better now than it was even six months ago," they said. On the stand they were showing a new product, an ice cream fat called Delfia.

Alfred & Co. were also showing something new: a fine-looking plate cooler from Creamery Package. This all stainless steel model can accommodate 48 pairs of SC Crescent heat exchange plates and is designed for floor mounting (there is also a wall-mounted unit). On the stand Miss Linda Chung told me that the first of these new plate coolers had been sold to Morisis.

MIXED RECEPTION

Walking around the stands, then, it became possible to draw certain conclusions about the relevance of this spring exhibition. First, concerning the need for the show at this time of the year, feelings seemed to be a little mixed, but it is true to say that most of the people to whom I spoke were reasonably enthusiastic. Certainly one of the most encouraging things about it was that there were a number of new lines to see, and it was obvious that manufacturers appreciated a showplace wherein they could bring these to the attention of potential customers at the beginning of a new season. At the same time, it was obvious that some stands—particularly those of the ingredient and ice cream products suppliers—were doing a certain amount of business. And while this continues, exhibitors will find it worthwhile to take stand space, and at the same time this will generate interest in the show from the visitors' point of view. All in all, it appears that the show is a useful "taster" for the season to come, and for some manufacturers—particularly those with something new to show—it helps to bridge the gap during the long wait from October to October.

REPORTS FROM DIVISIONS & BRANCHES

—continued from page 377

The amendment of the competition rules in line with the request of the Division was noted with satisfaction, as were the steps taken by the National Executive Council in connection with the '99' flakes used by the trade, and milk powder prices.

SOUTH-EAST SCOTLAND DIVISION

Although it was realised that discussions on the administration of VAT were at present still in the preliminary stages and not sufficiently advanced for specific details to be considered, it was felt that a general discussion on the likely position of ice cream under VAT would be useful, and a debate on the subject is to be included in the agenda of the next meeting of the Divisional committee.

Progress of the arrangements being made by the Fife Branch for their April Mini-Conference were noted by the Divisional committee with interest.

CRITICAL LOOK AT RAW MATERIALS PRICES

SOUTH WALES DIVISION

Disappointment at the small attendance was expressed by those present at the Divisional committee meeting held in Porthcawl in February under the chairmanship of Mr. Jenkins.

Mobile trading problems encountered in Bargoed were reported, the local authorities apparently considering the strict application of byelaws which would make certain types of street trading very difficult, if not impossible. It was agreed to keep the situation under observation so that representations could be made on behalf of members trading in the area should this become necessary.

The continuing tendency for the prices of the trade's raw materials to advance was criticised, and the view expressed that at least on the question of milk powder it would not be unreasonable to expect some concessions to ice cream manufacturers who were by Standards Legislation compelled to include substantial quantities of this ingredient in their products.

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COMPULSORY INSURANCE

Are you covered?

A confusing issue is clarified

THE Employers' Liability (Compulsory Insurance) Act, 1969, came into force on 1 January, 1972, and this Act imposes on every employer (other than the Crown, government departments, nationalised industries and local authorities) the need to insure and to maintain insurance under an approved policy against liability for personal injury or disease contracted by an employee in the course of his or her employment.

There does appear to be some doubt, however, that there is a connection between the Act and the Industrial Injury Scheme. It is hoped that these notes, from the National Trade and Kindred Organisations Committee, may help to clarify the matter.

The Industrial Injury Scheme, which applies only to the employed person, provides a payment of compensation by way of a variety of benefits where the employed person suffers injury or disease at work. The main qualifying condition is that the accident or disease arose out of and in the course of the employment. The employee has only to satisfy the authorities that his or her personal injury was solely or mainly attributable to the employment. The employee does not have to establish any liability on the part of the employer to succeed in the claim for Industrial Injury Benefit.

INDUSTRIAL INJURY

Every adult person under a Contract of Service must have an Industrial Injury contribution paid by the employer. If the weekly earnings level of the employee is below £5.00 then the Industrial Injury stamp only is paid by both employer and employee. Where, however, the earnings exceed £5.00 per week, the employer is responsible for the full National Insurance stamp, even though

the employee is a married woman who does not contribute in her own right.

The Industrial Injury stamp is a legal obligation, and is of course included in the normal flat-rate National Insurance contribution of full-time employees. For part-time employees whose earnings are less than £5.00 weekly, the Industrial Injury stamp is a separate contribution for both employer and employee. It does not apply to the married woman working with her husband in business who is self-employed.

EMPLOYERS' LIABILITY ACT

The Employers' Liability (Compulsory Insurance) Act 1969 is an entirely new legislation from 1 January, 1972. It has always been a voluntary matter, and whilst it has been generally agreed that an employer is unwise not to have this safeguard, it has not been obligatory for any employer to insure against the contingency of an employee instituting proceedings at Common Law for damages for personal injury or disease.

Extremely large damages have been awarded in the Courts, and under the Employers' Liability Act an employee must show that the employer was negligent or in breach of his statutory duty in order to succeed with his or her claim. There is no automatic right to recover damages against another person. Accordingly the employee must show that the employer did not exercise all duty and reasonable care, as it is not sufficient just to be injured at work, and although the extent of the injury may be severe liability must first be proven.

Thus the essential difference between the Industrial Injury Scheme and the Employers'

continued on page 390



Fife Branch

South East Scotland Division

Mini Conference

ST. ANDREW'S HOTEL

ST. ANDREW'S, SCOTLAND

— APRIL, 11 & 12 1972 —

**Opening Lunch,
Trade Exhibition, Branch Night,
Open Forum, Golf Tournament,
Children's Putting Competition,
Visit to Falkland Palace,
Banquet**

PLEASE NOTE

1. All hotel bookings to be made direct to the hotel.
2. Tickets for opening lunch, banquet and bus excursions to be obtained from social convener, Mr. F. Curati. 'Phone Cardenden 289 (Address:- 120 Station Road, Cardenden, Fife) S.A.E.
3. Details of hotel accommodation etc., from Publicity Officer, Information Centre, South Street, St. Andrew's, Fife.

Liability Act is that the employee should succeed in a claim to Industrial Injury Compensation if it is accepted the accident occurred at work. The acceptance of the claim does not in any way signify the right to claim at Common Law under the Employers' Liability Act, unless liability can be proved against another person.

The introduction of the Employers' Lia-

bility Act on 1 January, 1972, does not in any way remove the employer's responsibility for stamping an Industrial Injury contribution card where appropriate for the employee, but this new Act means that the employer will be legally bound to provide safeguard against risk of Personal Injury claims and both he and the employee will still have the satisfaction of knowing that if an unfortunate accident does occur neither of them should suffer financially.

COLD COMFORT?

by JOHN L. SEAGO, F.I.Arb.(Hons.), F.R.V.A.

OVER the years an increasing number of Alliance members have received notification from their local authorities as to their premises being affected by clearance and redevelopment proposals, road improvement schemes, compulsory purchase orders and similar projects. The statutes which enable local and public authorities to carry out these works require that those affected are given the right of making objections and representations to the proposals.

On receiving a notice as to the local council's intentions the first question coming to the trader's mind will be "Shall I get adequate compensation?" Then in an endeavour to reassure himself he says "If there is any doubt about obtaining a satisfactory payment I might as well object to the scheme". On further reflection he queries whether his objection stands a chance of success or whether his rights are token rights only.

Prior to deciding whether or not to lodge a formal objection it is necessary to bear in mind that the council and its officials will have given long and careful thought to the

proposals. Consultations will have been held with Government departments and other public bodies at all levels and decisions will not have been taken lightly.

In order that any objection or representation may hope to succeed it must be shown that the proposals submitted by the local authority are:

- (i) unnecessary in whole or part; or
- (ii) uneconomic and could be achieved at substantially less cost in some other way; or
- (iii) suffer some material defect on planning or other grounds; or
- (iv) that they are *ultra vires* (beyond their authority).

Should the objection relate to compensation matters only this will not be entertained since the Lands Tribunal is the appellate body.

It will be seen that any reader affected faces a formidable task and if he intends to go forward with his representations he ought to give thought to joining forces with his business neighbours who are similarly affected.

CONFERENCE

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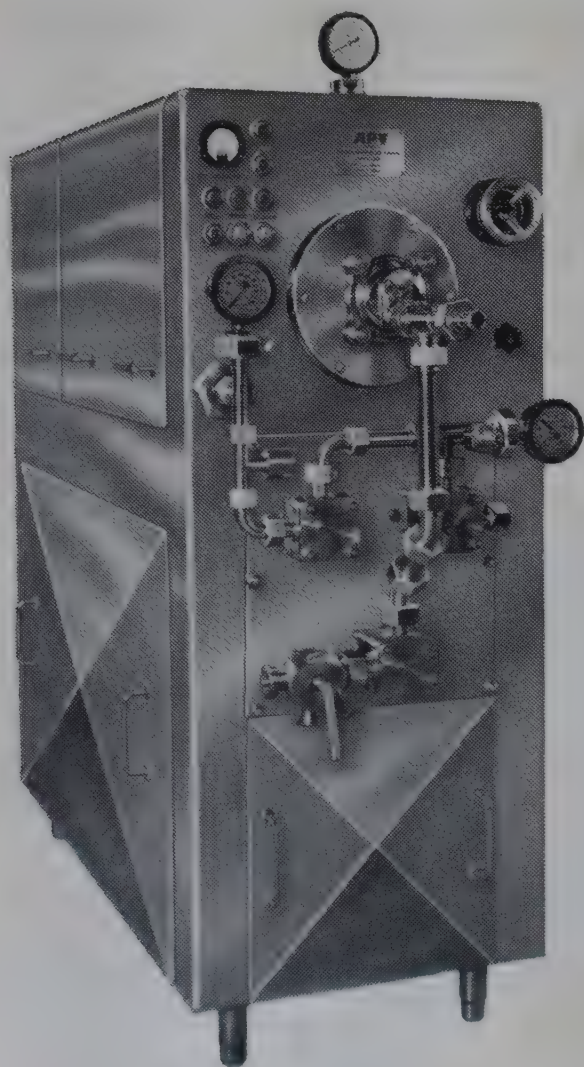
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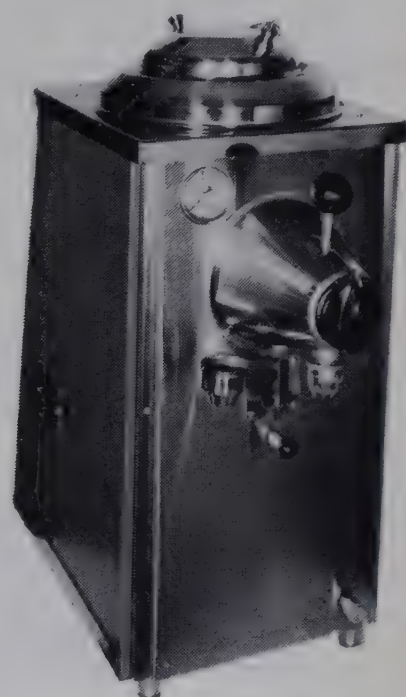
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This machine will take 36% to 44% fat content	Refrigerated Counter Model	Refrigerated with Stand	
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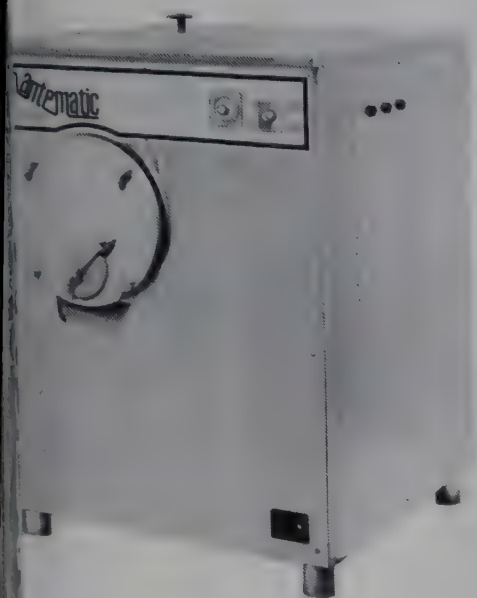
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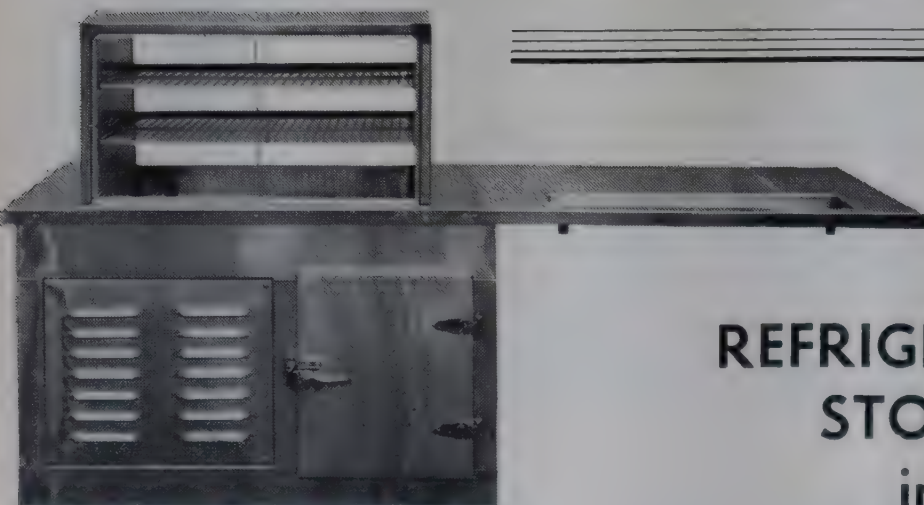
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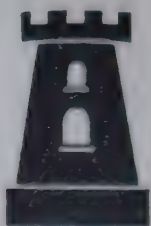
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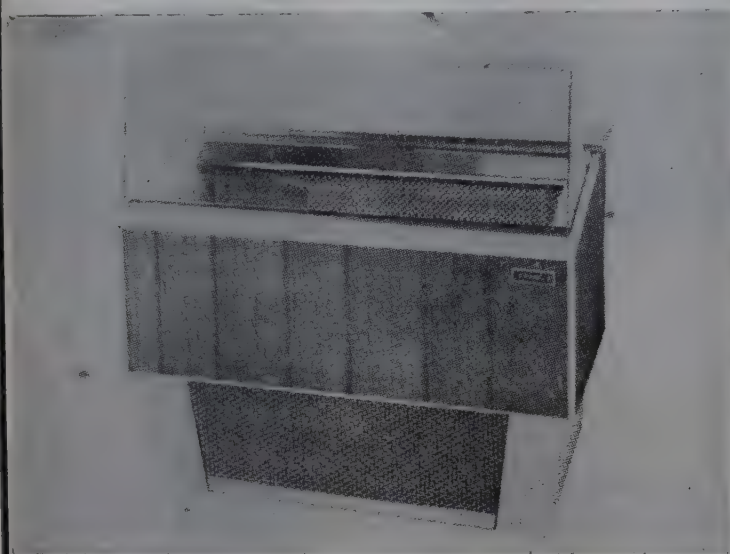


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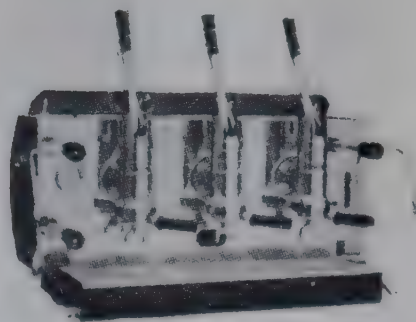
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Coldstream SOFT DRINKS AND BEER CAN OPENER

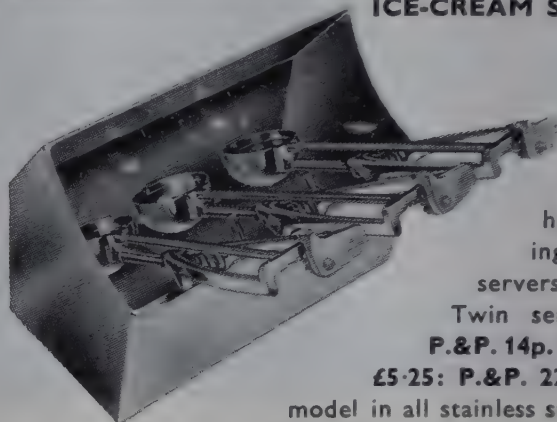


The can, whether 6, 10, 12 or 16 oz. has only to be rested on the appropriate ledge (three are provided) and held there for a moment while the upper part of the opener is pulled downwards. The result, achieved in a single action without effort is two clean piercings. Secured to a wall or counter a large number of cans can be pierced in quick succession without fatigue. No spillage takes place. The piercers are of stainless steel, and the unit is of all metal construction.

£1.98

(p. and p. 09p)

ICE-CREAM SERVER HOLDER



chrome plated with detachable rest, available in sizes to take 2 or 3 servers. This is the hygienic way of putting away ice-cream servers when not in use.

Twin server model **£3.95:**

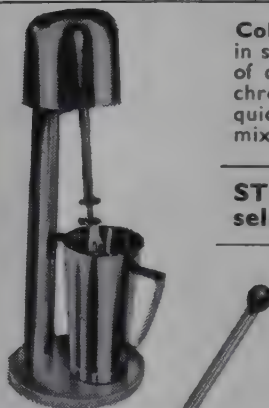
P.&P. 14p. Treble server model

£5.25: P.&P. 22p. A treble server

model in all stainless steel with spray inlet and overflow outlet is available at **£5.78.**

Coldstream High Speed Drink Mixers are available in single and twin models. They occupy only 7 inches of counter space and cut the hardest ice-cream. Of chrome plated and stainless steel construction they are quick and easy to clean. **£29** including stainless steel mixer beaker.

STAINLESS STEEL TRAYS — large selection available from 8x6x2" to 18x12x5"



The Coldstream piercer for gallon size tins of liquid ice-cream mix, catering packs, soups, juices, etc. need only to be fixed in an upright position and with one effortless pull on the handle pierces two clean holes. One hole is larger than the other for fast pouring of the contents. **£4: P.&P. 14p.**

Ice-cream server (illustrated in holder above) has improved gear pattern. Bowl, scraper and spring are in stainless steel. 9 sizes: No. 8 **£3.20**; No. 10 **£3.18**; No. 12 **£2.80**; Nos. 16/20/24/30/40/60 **£2.60** each. **P.&P. 9p.** Cash with order 2½% discount.

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High Speed Serving—
Minimum Costs



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1961 AUSTIN LD5 soft serve van, Sweden freezer, new rear engine, recondition generator, plated. Still in use, good condition. £450 o.n.o. Tele.: Wellington, Salop 2995.

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TRANSPORT Refrigeration Units For Sale. We are Europe's main suppliers of the Transfrig one-piece front-mounted transport refrigeration units. Models: Diesel electric, petrol electric, hydraulic electric. Unit prices start at £675. Midland Depot: Roadway No. 8, Colwick Industrial Estate, Nottingham. Phone Nottingham 242394. Collis Cold Containers Ltd., Fort Wallington, Fareham, Hants. Tele.: Fareham 2595.

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ONAN single phase 3 kw. water-cooled generator. Tele: Jaconelli, Scarborough 2554.

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GIUSTI brick cutting machine £30; also brick wrapping machine by Auto Wrap of Norwich. Offers over £100. Rollcream Ices, 34 Bridge Street, Musselburgh, Midlothian. Tele.: 031-665 3002.

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BEDFORD Softee, Carpigiani fitted, 1962, good order, M.O.T. February 1973. Body requires attention. £600 o.n.o. Box No. 2230.

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FIVE WALLS Ford mini-vans. Best offers. Tele.: St. Albans 60688.

1971 CARPIGIANI soft ice cream freezer, tre/A/P model still under maker's warranty. Price £1,050. Tele.: 0253-46988.

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CAFE/RESTAURANT on Railwayland, situated on Oxshott Heath, Surrey, close to railway station. Seating approx. 100 persons. Fully equipped kitchen, with Carpigiani soft ice cream machine, juke box, pin tables and bowling alley. Busy summer trade, open all year. Additional kiosks outside. Covered outbuildings for storage, etc. Full selling rights for ice cream on Heath. Must be seen to be appreciated. Long lease, rental approx. £350 a year inclusive. Price £5,750 o.n.o. Tele.: Oxshott 2091.

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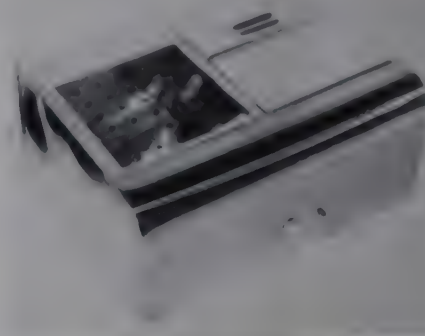


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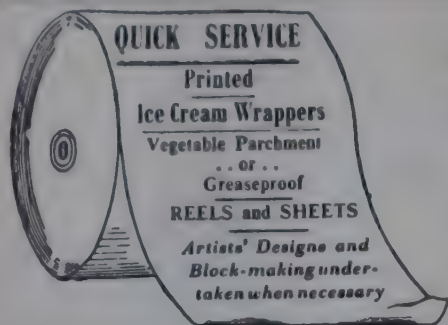
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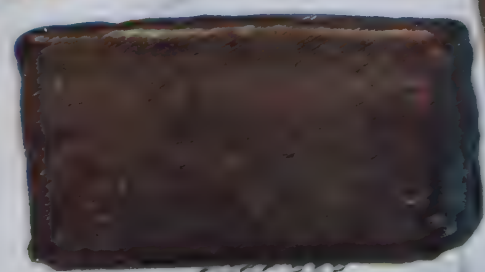
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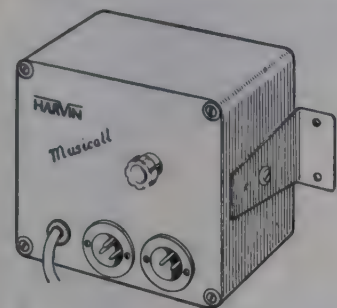
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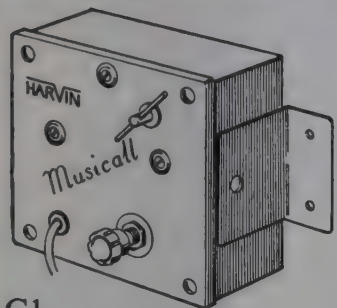
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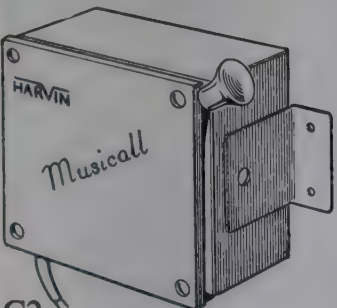
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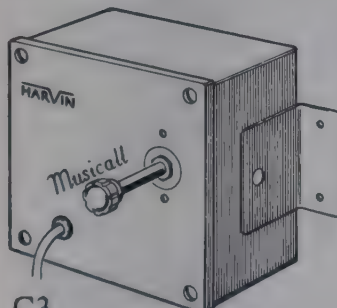
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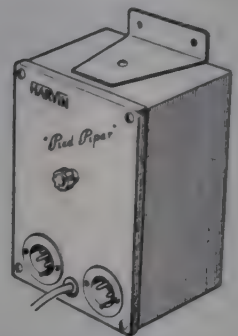
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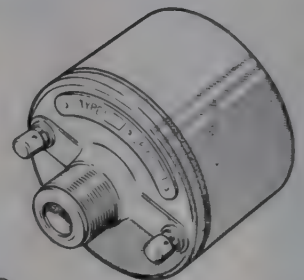
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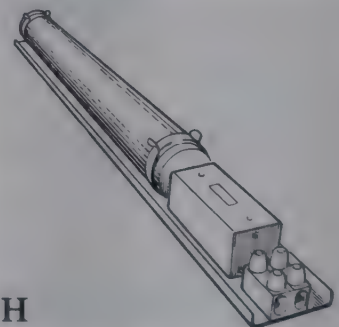
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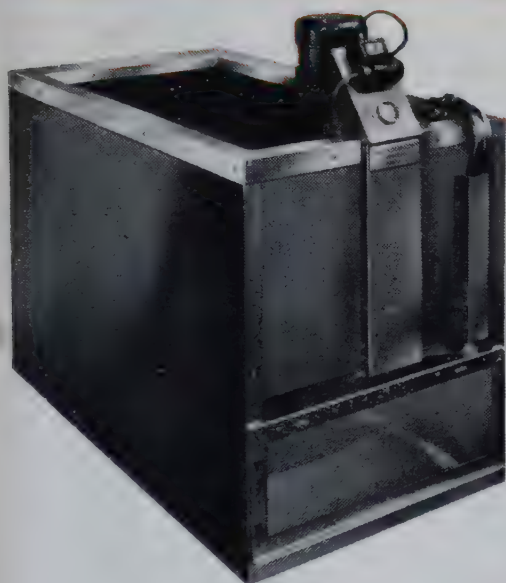
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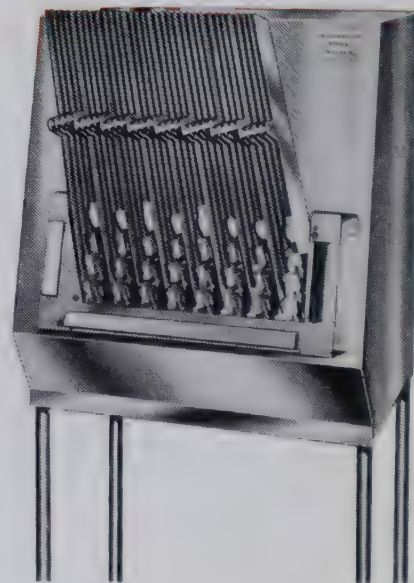


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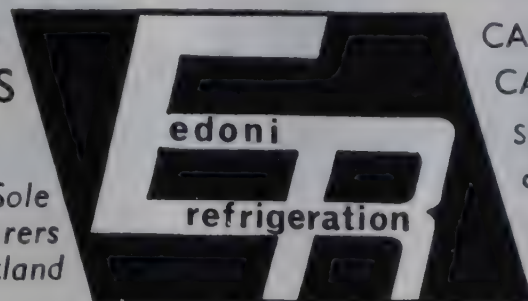
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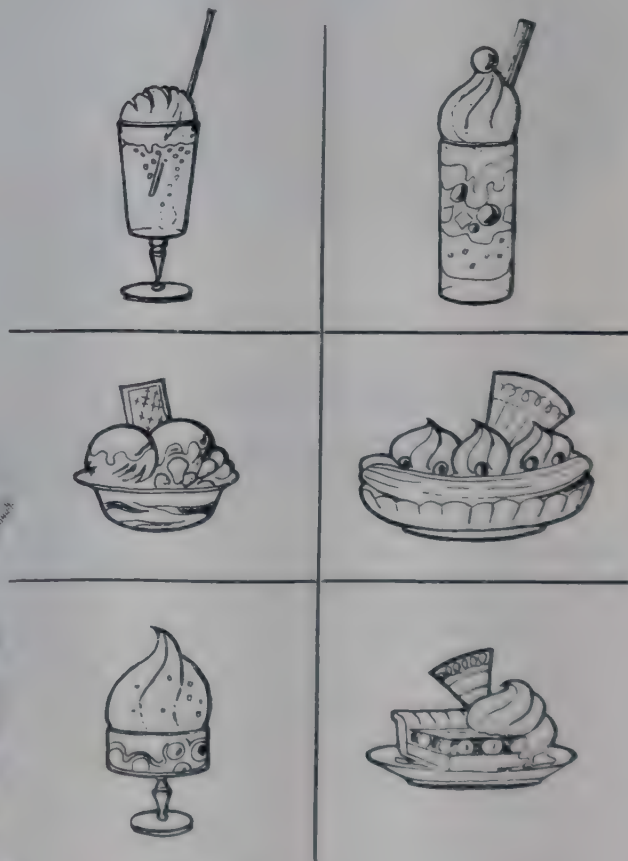
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ICE CREAM

and FROZEN CONFECTIONERY

*Official Journal of the Ice Cream Alliance and the
leading magazine of the British ice cream industry*

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ICE CREAM

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TOPIC IN THE NEWS

FIGHTING FOR RECOGNITION

AS the ice cream trade is compelled once again to swallow the bitter pill of having the claim for recognition of its product as a food, and accorded taxation treatment such as is applied to food generally, denied by the Government it must be made clear that the trade will never be reconciled to this unjust treatment—first imposed in 1962 when purchase tax was extended to cover ice cream, and now to be continued in 1973 when VAT is to be introduced.

A CAMPAIGN WHICH IS WELL WORTHY OF SUPPORT

It is probably more than likely that the consumer, as he purchases ice cream for his family, is hardly aware that a substantial part of the price is a levy the ice cream manufacturer is forced to collect on behalf of the Chancellor of the Exchequer, and the campaign of the Ice Cream Alliance to issue traders with display material which will allow them to bring this fact to the notice of their customers is to be welcomed and is well worthy of widespread support by the trade.

A study of the recent debate on VAT in the House of Commons and in particular the contributions by Government spokesmen on the question of applying VAT to ice cream and other food products presently exposed to purchase tax, makes pessimistic reading from the trade's point of view. In earlier debates Government spokesmen had allowed a little uncertainty to appear in their statements when they commented that foods would be exempted from VAT with "perhaps" the exception of those already subject to purchase tax. Now the word "perhaps" has been conveniently dropped and the whole tenor of the present Government's statement makes it clear that there has been no movement at all towards acceptance of the case which the ice cream trade has so forcefully argued for such a long time.

IS THIS DISCRIMINATION TO REMAIN A FACT OF LIFE?

Should the trade then accept this discrimination as a permanent fact of life and allow the matter to rest there? Not at all! Clearly the exemption of food from taxation is no longer a matter of principle to the Government, although they may not find it expedient to say this in so many words at the present time, and indeed as from the introduction of VAT in 1973 food which is served to the consumer by a caterer will already carry VAT; a move surely in the direction of eventual taxation on all foods.

With this in mind it remains important to press for the full recognition of ice cream as a food so that whatever future taxation policies on food may bring, the present unjust discrimination between products competing in one and the same market will not be perpetuated.

IN MY VIEW

● BRISTOL LIKES ITS DOUGHNUTS

IN the offices above his well-known catering establishment in Queens Road, Bristol, Mr. Joseph Forte not only concerns himself with a careful day-by-day check on the efficiency and profitability of his business operations, but also finds time to allow his lively imagination to dwell on the possibilities of adding new lines to the well-established favourites of his customers.

Calling on him recently I found him particularly pleased with the success of his latest "super doughnut" which, originally intended simply to add to the enjoyment of his customers' cup of coffee, was increasingly attracting a take-away trade.

To Mr. Forte a doughnut is not simply a doughnut; he insists that once the correct mixture and the correct processing temperatures have been found for producing the perfect doughnut then it is essential to follow the recipe in future batches with the utmost accuracy, and to avoid any fluctuations in the processing temperatures.

The latter in particular may make all the difference to the finished product, and the margin he allows himself in this connection is very narrow indeed, and even takes into consideration any changes in the general outside temperature which may prevail at the time the processing takes place.

It may sound complicated and rather exacting, but as the bags of doughnuts are carried away by the obviously delighted customers, it is reasonable to reflect that it is doubtlessly worthwhile!

● BUPA SERVICE EXTENDED

AS is well known, BUPA subscribers can claim benefit even when they are abroad on business or holiday. But they may be in a country where medical costs are higher than in the United Kingdom and there may well be extra expenses associated with an illness or injury which are not covered by the Unit Scheme benefits.

It is to fill this gap in its range of cover that BUPA has introduced BUPA Worldwide Travel Scheme. This scheme takes care of financial worries about unforeseen illness or injury while abroad on business or holiday. Winter sports are covered and there are no age limits.

For only £1.50 a person is insured for 16 days for medical costs up to £1,000. Cover may be extended by additional 16 day periods, up to a maximum of 12 months and there are very favourable family rates.

There is also an optional extension to the scheme which is designed to cover non-medical mishaps, such as personal liability in the case of an accident, loss of baggage, travellers cheques and loss of deposits due to cancella-

tion. BUPA has made a special arrangement with Lloyds to provide insurance cover against these for only 80p per person per 16 day period. Additional 16 day periods may be purchased to match any extended medical cover. This special non-medical cover is not available separately.

● NOT SO MANY PINTAS

DID you realise that you had consumed half a gallon of milk less last year than in the previous year? And that everybody else in the country had also dropped their pinta consumption by the same amount, so that the per capita consumption had dropped to 236 pints?

And did you further realise that you only ate 17.9 lb of butter, the world shortage of which was partly responsible for the sharp decline in consumption generally? Mind you, by eating 0.9 lb more margarine and 0.8 lb more other edible oils and fats, you did manage to reduce the decline in total consumption of oils and fats to 0.4 lb per head.

And, by the way, you also used less sugar at 104.4 lb per head, but you undoubtedly made up for it by consuming 0.2 lb per head more of glucose.

At least, that's what the Ministry of Agriculture, Fisheries and Food said last month, in their report of U.K. consumption for the year 1971.

by Scoop

● GOLDEN JUBILEE

THERE was plenty of local press publicity for the Seghini family recently, which was well supported by advertisers, when the business celebrated its golden jubilee. There was an excellent party attended by friends and members of the staff and their families, and about 70 people were there to take part in the celebrations.

Illness unfortunately prevented national president R. A. Jobes and Mrs. Jobes from attending, but Mr. Jobes sent a long telegram of congratulation, which Mr. Maule read out at the party. In it, Mr. Jobes referred to Mr. Joe Seghini's outstanding services to the ice cream trade.

As is well known, Mr. Seghini is a former national president of the Ice Cream Alliance (1965/6), and still plays an extremely active part in the affairs of the Northern Division.

The newspaper article refers to the fact that the Seghins arrived in Blyth fifty years ago not from Italy, but from London—although their ice cream does have an authentic Italian origin dating back to the 1870s when Joseph Seghini's grandfather settled in London as an ice cream trader. He was one of that remarkable band of men of that period who actually walked across Europe from Italy to get to London's "little Italy" in Clerkenwell.

Now, apart from the ice cream factory on Renwick Road, Blyth,

the family—which includes Joe's brother Philip—runs two snack bar and confectionery shops on Parson's Street and Regent Street, a bingo hall, and a fleet of ice cream salesvans, the chimes of which play "Il Trovatore".

● FIRST FUNCTION

"A SMASH hit" is the way that Northern Divisional secretary A. M. Maule describes the first function of the Northern Division Young Alliance Group, which was held at the Gosforth Park Hotel in April.

There were 305 guests who sat down to a wonderful meal, followed by dancing, first to a discotheque and then a traditional band. The guests were welcomed by the Group's chairman, Mr. Romano Minchella, and Mr. R. A. Jobes, national president of the Alliance proposed the toast to the Group, in which he applauded them on their achievement in getting themselves organised.

The toast was replied to by Mr. Vincent Marcantonio, who—at last year's annual conference—had accepted the Idea of the Year trophy on behalf of his Branch, which had won the trophy for the inauguration of their Young Alliance Group. In his speech, Mr. Marcantonio said that he welcomed the opportunity of being able to say how pleased he was to see such a good number of active members of the Northern Group.

A raffle was held during the evening, and such was the enthusiasm of the guests for the dancing that the official finishing time of 1.30 a.m. went by without anybody noticing.

● THE COST OF FIRE

JUST recently we spoke about the terrible cost to the country caused by fires. Since then we have heard that the cost to the food manufacturing industry alone during last year was about £2 million. The terrible part about this is that most of these fires could have been avoided, had all the appropriate precautions been in force.

The figure came as no surprise to the Food Manufacturers' Federation, which conducted a survey in 1969 of fire incidence in the industry. The results of that survey were passed to the Fire Protection Association, which then visited a number of food processing companies to make their own assessment of the position, and suggest ways of improving it.

The result is a 32-page booklet, Planning programme for the prevention and control of fire in the food industry, which had been compiled in close collaboration with the Federation's safety and health advisory committee. The comprehensive booklet is priced at £1.20 and is available from the Food Manufacturers' Federation, 4 Lygon Place, London, S.W.1.

Local Bills are challenged

A report on petitions
to the Houses of Parliament
which have been made
necessary to safeguard
ice cream traders' interests
in connection with
legislation promoted on
behalf of local authorities

LEGISLATION promoted by local authorities in 1971/72 in the Houses of Parliament included a number of provisions likely to affect the interests of ice cream traders and in some instances where negotiations with the promoters failed to obtain suitable amendments, it was found necessary to petition Parliament against offending clauses, a procedure both time-consuming and extremely costly.

The Greater London (General Powers) Bill would have empowered London Boroughs to appoint part-time traffic wardens to operate under the jurisdiction of the local town hall instead of under the control of the police as is the case under the present national traffic warden scheme. The Bill also proposed to authorise London boroughs to demand from traders, at the threat of considerable fines for non-compliance, information about the identity of the person in charge of their firm's vehicle at any particular time and place.

Both of these provisions presented in the view of the Alliance a possible threat to the trading interest of members, and the Council decided to petition the Houses of Parliament urging removal of these provisions from the Bill. A petition to this effect had also been presented by the A.A. and R.A.C. acting in the interest of the general motoring public and traders using delivery vehicles.

CLAUSE WITHDRAWN

Following negotiations with the promoters, they eventually agreed to withdraw the clause authorising the appointment of part-time traffic wardens and to amend the clause under which they would be entitled to require information about persons in charge of vehicles by including in any notice issued under this provision details of the alleged offence, and by exempting from the application of the clause cases based on alleged offences against national legislation which provided for the responsibility of both the actual person in charge of the vehicle and the firm on whose behalf the trade was carried out.

The clause would thus not apply to breaches of the Food Hygiene Regulations, the Weights & Measures Act and the Trade Descriptions Act, but it would still apply to

offences under the London Street Trading legislation. Although not entirely satisfactory from the trade's point of view it was accepted that the amendments to the original Bill went some way towards safeguarding the situation so far as the trade was concerned and, in consultation with the other petitioners, it had been agreed to withdraw the petition.

CLOSURE ORDER

A matter of particular concern to the ice cream trade and likely to have wide-reaching effects if allowed to go unchallenged had been found in Bills promoted by the Coventry, Derby and Port Talbot Corporations. The issue concerned the intention of these Corporations to seek powers for the closure within 24 hours by order from a magistrate or justice of the peace of any premises considered by the officers of the local authority to be in an insanitary condition likely to cause immediate danger to health. These clauses followed a precedent set in 1970 by the Manchester Corporation and were so widely drafted as to provide practically no reasonable safeguard to any trader involved.

In consultation with the Ice Cream Federation it had been agreed to petition against these provisions and to ask that premises registered for the manufacture, storage and sale of ice cream be exempt from this clause in view of the fact that such premises had already to be registered for this purpose under the present Foods & Drugs Act legislation. This brought such premises under the regular control of the local health inspectors and any deterioration in the condition of such premises which could lead to the need for such closure procedure could therefore only arise if the local inspectors were in default in carrying out their routine duties.

NO SATISFACTION

Unable to obtain any satisfaction in negotiation with representatives of the Coventry Corporation, it had been found necessary to petition against this provision of the Bill. The petition lodged by the ice cream trade was heard on 1 May before a Select Committee of the House of Lords, meeting under

the chairmanship of Baroness Wootton of Abinger. At this hearing it was argued on behalf of the Coventry Corporation that there was urgent need for such legislation and 17 cases were quoted where conditions at premises were such as to create an immediate health hazard. Only in one of these cases was the premises registered for the sale of ice cream.

Asked for a hygiene record of premises in Coventry registered for the sale of ice cream in addition to selling other open foods, the local chief public health inspector reported that during a period spanning approximately six years, prosecutions for non-compliance with Food Hygiene Regulations on such premises had been taken in 12 instances. In none of these cases had the circumstances been considered sufficiently adverse as to justify application for the registration to be cancelled.

NEGATIVE THINKING

On behalf of the ice cream trade it was argued that the approach to hygiene matters relating to the ice cream industry which had been developed during the 1940s at national level and in close co-operation between the Ministry of Health, public health authorities and the ice cream trade, had been much more positive on such matters than was apparent in the rather negative attempt of local authorities to obtain sweeping powers based on almost immediate closure of premises after they had been allowed to deteriorate to an extent where it was possible to claim that they provided an immediate health hazard to the public. It was suggested that it was quite undesirable to allow such a situation to occur and that the registration provisions applied to the ice cream trade had in fact satisfactorily prevented this happening so far as this trade was concerned.

It was the contention of the representative of the ice cream trade that if problems associated with the sale of open foods other than ice cream were now being experienced by local authorities the more reasonable method of dealing with these would be to bring these premises under the same control

continued overleaf

LOCAL BILLS ARE CHALLENGED

continued from previous page

as applied where ice cream was being manufactured, stored or sold, and that the specific problems should be pinpointed and considered by all parties concerned so that a method of control which was both practical and realistic could be found.

The case for the Coventry Corporation was argued by Mr. Michael Mann, Q.C.: Mr. Peter Scott and Mr. Michael Lewer appeared as counsel for the ice cream trade. Chief public health inspector of Coventry, Mr. B. D. Allen, and general secretary L. Frank of the Ice Cream Alliance, were called as witnesses. The Baroness Wootton of Abinger presided over the Select Committee of Peers, and their considered verdict was to allow the clause to stand, but to amend it by increasing the waiting period for a closure order to be issued from 24 hours to three

clear days, and to make the compensation provision contained in the clause mandatory.

This provision was intended to allow for the compensation of any trader against whom a closing order had been obtained which was subsequently found to be unjustified. This compensation provision had been taken into account by the ice cream trade before deciding to petition against the clause and it had not been found to offer safeguards considered sufficient or satisfactory to protect the interests of ice cream traders.

Following the outcome of the hearing in the case of the Coventry Corporation Bill, negotiations were continued with the promoters of the Derby and Port Talbot Corporations' Bills for similar adjustments to be made to the legislation which they were promoting, and it is understood that they have agreed to this so that petitioning in respect of these two Bills will no longer be necessary.

COMMENT

Food hygiene — who should legislate?

A DECISION in the case of the Coventry Corporation Bill raises the proposed question as to whether food hygiene legislation in the future should continue to be developed at national level as has been the case in the past, or whether it is to be left to local authorities individually to promote legislation which they consider necessary to meet problems encountered in their area.

Certainly, as far as the ice cream trade is concerned, the national approach has proved to be most successful and has played its part in establishing for ice cream its reputation of being one of the leading sections of the food industry in matters of hygiene. Certainly, too, if past experience is to be used as a guide, a mass of differing local legislation—far from achieving effective control which it sets out to establish—is likely to bring confusion for all concerned.

The Ministry today still take the attitude

that the existing controls are sufficient to safeguard the situation and we would not disagree with them in this connection, but clearly local authorities tend to hold different views on this issue and are more and more attempting to by-pass the national legislation.

This being the case, the ice cream trade is entitled to expect that some form of consultation between all interests concerned be established to avoid the drafting of one-sided and ill-considered legislation such as is manifest in the proposals which are presently being promoted.

For many years now it has been generally accepted that effective food hygiene is best achieved by prevention rather than by prosecution, and it can only be a retrograde step if this positive policy is to be abandoned and replaced by the negative one of allowing conditions to get out of hand before action is taken to safeguard the situation.

Entente cordiale par excellence!

A successful visit by the Bristol - Bordeaux Association

AT a time when efforts to further Anglo-French relations are becoming a frequent item in the daily news, one such occasion in which well-known personalities of the ice cream trade took part, deserves particular mention.

To celebrate the 25th anniversary of the Bristol-Bordeaux Association, founded to link these two cities, a party of civic dignitaries from Bristol, headed by the Lord Mayor and including Mrs. Lucienne Forte accompanied by her husband Joseph Forte, for so many years chairman of the South West England Division of the Ice Cream Alliance, paid a four-and-a-half day visit to their colleagues in Bordeaux.

HOLIDAY EXCHANGE

For Mrs. Forte, chosen as one of the representatives of the Bristol-Bordeaux Association, the visit had particular significance as for many years she has been the honorary secretary of the social and entertainments committee of the Association, which has been responsible for the organisation of an annual holiday exchange of children between the two cities. This exchange has grown from a handful of children in the early years to a figure of more than 4,000. The official party of 22 was also joined by representative teams of tennis and hockey players, and others, who took part in a number of inter-city sporting events.

A breathtaking programme awaited the delegation from the very moment of its arrival, when it was received by the Mayor of Bordeaux, Monsieur Chaban-Delmas, who is perhaps better known internationally as the present Prime Minister of France. There were luncheons in the wine chateaux, including the Mouton-Rothschild; another in the cellars of a wine firm, where the guests were surrounded by millions—literally—of bottles of wines; visits to the theatre and to an exhibition of "Bristol and its paintings of the 19th century", as well as a special programme for the ladies and opportunities to discuss business matters with representatives of French commerce and industry, in the course of which Mr. Forte was able to put his knowledge of French to good account when at the Bordeaux Chamber of Commerce he outlined the differences between the British and French Stock Exchange systems.

ICE CREAM AND VODKA

Of the lunches and banquets provided by their hosts during their stay in Bordeaux, Mr. Forte speaks with an enthusiasm which makes the listener envious of not having been able to share these occasions! With particular nostalgia he mentioned the excellence of the wines, of which he chose as outstanding the Chateau Haut-Bailly 1961, and not unexpectedly he reports his pleasure at finding the ice cream and sorbets served on these occasions extremely good—among them one incorporating vodka, which was truly delicious.

Stationed in the harbour throughout the visit, HMS Fearless—famed for its part in the Wilson/Smith Rhodesia talks—contributed to the success of the visit with a cocktail party, to which the guests were ceremoniously piped aboard. They were entertained by the Royal Marines Band which also paraded in the streets of Bordeaux, playing to the citizens.

It says much for the stamina of the delegation from Bristol that they were still as sprightly on their return journey as when they left home; no doubt this is a compliment to the excellence of the care and attention given to the planning of their programme, which was executed so successfully in every detail.

VERTICAL FREEZER RECIPE

Q Will you please let me have a recipe for a vertical freezer, giving about 8% fat, and using fresh whole milk and ice cream fat, together with some cornflour. (OC).

A I give below a suggested mix as requested, with the approximate composition: 8% fat; 13% sugar; 1% stabiliser/emulsifier; 11% M.S.N.F., and 0.75% cornflour. The quantities are for 50 gallon batches.

Ice cream fat	...	...	...	31 lb
Sugar	...	...	...	73 lb
Cornflour	...	...	...	5 lb
S.M.P.	...	...	...	26 lb
Stabiliser/emulsifier	...	...	...	5½ lb
Whole milk	...	...	...	40½ gallons

USING SKIMMED MILK

Q At present I am using the following mix:— 20 gallons fresh whole milk; 28 lb S.M.P.; 15 gallons water; 28 lb margarine; 84 lb sugar; 10½ lb cornflour; and 3¼ lb stabiliser/emulsifier. I would be pleased to learn what alteration I have to make to replace the whole milk with skimmed milk. Perhaps, also, you could suggest a recipe using part whole milk and part skimmed milk. (OE).

A To replace the whole milk with skimmed milk the only alterations necessary are:—

Omit the full cream milk.	
Use Skim milk	19 gallons
S.M.P.	29 lb
Margarine	36 lb
} in place of the existing quantities	

If you would like to use about half skim and half full cream milk you may find that the presence of the milk fat in the full cream milk gives a slightly better "creamy" taste. In this case you will have to use the following quantities of the ingredients named—the other ingredients remain the same as in your original recipe:—

Whole Milk	9½ gallons
Liquid skim milk	10 gallons
Margarine	32 lb
S.M.P.	28½ lb

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CONSULTANT CHEMIST
AND BACTERIOLOGIST

J. ROTHWELL, B.Sc. (Dairying) Ph.D.

WITH AND WITHOUT CORNFLOUR

Q I would be grateful if you will please let me have recipes using fresh milk, H.P.K.O., cornflour, sugar and stabiliser/emulsifier, and alternative mixes without the cornflour, to contain a total of 6% and 8% fat. What homogeniser pressure do you recommend I should use? (OD).

A My suggestions for these mixes are given below. I would recommend that you use a pressure of 1700 lb per sq in for homogenisation, if you have a single stage machine. The quantities are for 100 gallon batches.

	6% fat	8% fat
H.P.K.O.	38 lb	63 lb
Sugar	135 lb	146 lb
Stab/emul.	11 lb	11 lb
Cornflour	17 lb	17 lb
S.M.P.	52½ lb	51 lb
Whole milk	86 gallons	82 gallons

These mixes test approximately;— 6% fat; 12% sugar; 1% stab/emul; 1.5% cornflour and 11.3% M.S.N.F. and 8% fat; 13% sugar; 1% stab/emul; 1.5% cornflour and 10.9% M.S.N.F.

Mixes without cornflour:

	6% fat	8% fat
H.P.K.O.	37 lb	62 lb
Sugar	135 lb	146 lb
Stab/emul.	11 lb	11 lb
S.M.P.	55 lb	52 lb
Whole milk	86 gallons	82 gallons

These mixes test approximately: 6% fat; 12% sugar; 1% stab/emul; and 11.5% M.S.N.F., and 8% fat; 13% sugar; 1% stab/emul; and 11.1% M.S.N.F. It should be noted that they are only suitable for a vertical freezer, and do not contain enough total solids for a continuous freezer.

INSUFFICIENT MILK SOLIDS NOT FAT . . .

If a mix does not contain the correct quantity of a milk solids not fat, it may have a watery taste, and if attempts are made to store the ice cream for more than a very few days the product may become icy and quite unpalatable. The two mixes of which details are given below are examples of this type of mistaken mix formulation, and the ice cream produced from them has been described as "rough" or "icy" in a matter of days. The usual remedy is to step up the M.S.N.F. to "balance" the mix, and corrected mix recipes are also given. Such altered mixes should store for several weeks, provided that the temperature of storage is about 0°F, and does not fluctuate unduly.

Mix A. 35 gallons water; 56 lb S.M.P.; 75 lb. sugar; 3 lb. emulsifier/stabiliser; and 42 lb. margarine. This tests approximately:— 6.7% fat; 10.25% M.S.N.F.; 14.25% sugar and 0.57% emulsifier/stabiliser. To balance the mix correctly requires 11.2% M.S.N.F. which will be given by using 61 lb. S.M.P. instead of 56 lb. The other ingredients remain the same as given.

Mix B. 22lb. ice cream fat; 9 lb. butter; 62 lb. sugar; 49 lb. S.M.P.; 9 lb. F.C.M.P.; 5 lb. stabiliser made to 45 gallon batches with water. This mix tests approximately:— 6.3% fat; 12.2% sugar; 10.4% M.S.N.F. and 0.99% stabiliser. In this case a balanced mix would need 11.5% M.S.N.F., but in addition, if the stabiliser in use is not a stabiliser/emulsifier, it would require the addition of 0.55% G.M.S. and a reduction of the stabiliser to 0.28%. To do all this requires 55 lb. S.M.P., 2¾ lb. G.M.S. and only 1½ lb. stabiliser. As before the other ingredient quantities are not altered.
(OA)

. . . AND TOO MUCH

Q I am at the present time using the following recipe: 76 lb sugar; 56 lb full cream milk powder; 28 lb S.M.P.; 10 lb butter; 18 lb H.P.K.O. and 4 lb stabiliser/emulsifier. Will you please let me have an analysis of this mix, and also let me have a mix based on this recipe but containing 9% fat. I would like such a mix to be suitable for storage for two or three weeks. (OB).

A Your present mix tests approximately; 7.4% fat; 11.8% M.S.N.F.; 13.6% sugar and 0.7% stabiliser/emulsifier. Unlike those given under the heading "insufficient milk solids not fat" this mix has rather too much, and this may lead to the ice cream becoming "sandy" if stored for any length of time. To obtain a properly balanced mix you would need to reduce the M.S.N.F. to 11.2%. However, as you have asked for a mix testing 9% fat I suggest that you alter your mix as follows. These alterations will give you a properly balanced mix, containing 9% fat.

The only ingredients you need to alter are:—

Reduce S.M.P. to 20 lb.

Use *either* 19 lb butter and 18 lb H.P.K.O. *or* 26 lb H.P.K.O. and 10 lb butter.

CHIMES: *A letter to the editor*

Dear Sir: Being in the centre of the recent outcry in this area regarding the excessive use of chimes, both in volume and frequency, I feel that a number of ice cream salesmen may not be aware of the Code of Practice issued by the Ice Cream Alliance.

I consider that it would be a great advantage to the trade, if all our members arranged to see that a copy of the Code was carried in all their vans, so that the drivers would know how to use their chimes in an efficient way, but without breaking the law or causing annoyance to the public at large.

Copies of the Code can be obtained from the Alliance for only a small contribution towards the cost, and it might please both local authorities and members of the public if a copy could be produced to anyone concerned.

Also, it might relieve van owners of some responsibility, if they could prove that their drivers were aware of the Code, should any complaint be made against them.

Yours faithfully,

G. Moruzzi

Morisis Products Ltd.

SOUTH EAST SCOTLAND DIVISION

The Divisional Committee meeting in March in Musselburgh under the chairmanship of Mr. L. Boni heard with interest reports on a number of matters taken up during recent weeks with local health authorities, and brought to a successful conclusion. This included discussions in the Fife area on the question of the use of complete cold mixes in soft ice cream machines; the support given to a member in his efforts to extend his cafe trade, and some queries which had arisen in connection with the use of scoops and spatulas for serving ice cream.

Letters of thanks from guests to the Division's annual banquet were noted, and the success of the function, and in particular the tombola—once again organised by Miss Crolla and her ladies' committee—were welcomed and thanks expressed to the organisers.

Congratulations were expressed to the vice-chairman of the Division, Mr. M. Reilly, on the recently conferred honour of Cavaliere for his services to the Italian community.

NORTH WEST ENGLAND DIVISION

Street trading in Manchester occupied a prominent place in the discussions of the Divisional committee meetings in March and April held at Walkden under the chairmanship of Mr. P. Tomkin. It was felt by some that the number of mobilers operating in the Manchester area was excessive, and that this was likely to lead to increasing restrictions being placed on this type of trade generally.

It was commented that whilst Manchester traders had to obtain permission for trading in the areas in which they operated, this did not appear to be enforced on some of the traders coming into Manchester from outside, and the secretary was asked to contact the Manchester City Council to check if such outsiders were licensed to trade within the city boundaries.

Arrangements were endorsed for the Division's summer buffet and dance to be held at the Pines Hotel, Clayton Green on 26 July.

Criticism was expressed at a lack of drive by the Association to press home to the public that ice cream is a food, and as such should not be subject to purchase tax or VAT, and

Reports from Divisions and Branches

it was proposed that a P.R.O. should be appointed to promote a campaign to this effect. In this connection attention was drawn to the stickers recently produced by the Association, and it was pointed out that to date these were not being used by the members in the Division. The secretary was authorised to place an order with head office for 1,000 such stickers.

There was also a suggestion that more information should be made available to members about the effect of VAT on the trade and its administration, but it was pointed out that it was as yet too early to deal with this subject in any detail, and that it was advisable to wait until the administration generally had become more clarified in discussions with Customs and Excise before endeavouring to advise members in detail.

Mr. Norman Taylor was appointed the Division's honorary treasurer.

NORTHERN DIVISION

Congratulations on the success of the inaugural events organised by the Young Alliance in the Northern Division, and best wishes for their future activities, were expressed at the meeting of the Divisional committee held in Sunderland in April. Members also discussed at length the Government's intention to introduce VAT, and associated themselves with the protest made by the

Council against the decision to deny ice cream zero rating as was to be extended to foods generally. It was noted that representation had been made for accounting periods to be retained as at present when purchase tax was replaced by VAT.

Provisional dates and venues for the Division's annual dinner dance were discussed.

YORKSHIRE DIVISION

The high costs involved in effectively opposing provisions in local government Bills likely adversely to affect the trade of members was discussed at length by the Yorkshire Divisional Committee when meeting in Leeds in March, and there was unanimous agreement that a donation of £25 from Divisional funds should be made to the Association's Special Action Fund designed to cover such expenditure.

A notification from head office on the present membership strength of the Division and cases where members were in arrears with their subscriptions, was given careful consideration and arrangements made to assist with the collection of such outstanding monies, and the enrolment of new members.

It was noted with satisfaction that the Division's annual banquet in Leeds had again been most successful.

MIDLANDS DIVISION

At their meeting in Birmingham in April under the chairmanship of Mr. H. Wilson, the Divisional committee learnt with regret that Mr. A. P. Giannasi had had to enter hospital for an operation, and asked the secretary to express to him their best wishes for a speedy recovery.

At earlier meetings held in Nottingham and Lichfield matters discussed had included a detailed report on the Coventry Corporation Bill which had led to the Association petitioning against a number of clauses, including restrictions on parking in goods service areas, and closure within 24 hours of insanitary food premises. Whilst agreement on suitable amendments on the former clause had been obtained, it had not been possible satisfactorily to resolve the trade's objection to the closure provisions, and the Petition organised jointly by the Ice Cream Federa-

tion and Ice Cream Alliance was therefore to be heard before a Select Committee of the House of Lords.

The secretary of the Coventry Branch, who had attended the discussions with the Parliamentary Agents and representatives of the Coventry Corporation reported in some detail in this connection, and gave the committee information on correspondence subsequently received from the Coventry Promoters. It was noted that the House of Lords hearing was due to be held shortly.

The general question of mobile trading was raised by representatives of the Coventry Branch, who reiterated their view that some control of this type of trading was becoming more and more urgent if the general interests of the ice cream trade were to be safeguarded.

From Nottingham, difficulties experienced by local traders in connection with prosecutions under the food hygiene regulations were reported, and with a view to assisting the local members it was agreed that a deputation from the Midlands Division should request an interview with the local chief public health inspector. It was, however, agreed to hold this matter in abeyance until the Court action which was pending had been completed.

Divisional representation again occupied the attention of the committee in the light of the Council's rejection of the proposal that each Division should be entitled to a minimum of two representatives on the Council. In particular the reference to the expenses involved appeared to members of the Divisional committee to be unacceptable, and the view was expressed that the importance of adequate Divisional representation made this a priority on the Association's funds and that if necessary savings should be effected in other directions.

The committee heard with interest a report from the secretary on some recent adverse publicity which had occurred in the Divisional area in connection with the use of chimes on ice cream salesvans. In this connection the secretary had been in touch with the members of the public who had raised

continued overleaf

the matter, and hon. vice-president G. Moruzzi had made a personal call on the town clerk of one of the Councils involved. This had led to the establishment of cordial relations in both cases. It had also been agreed in co-operation with the general secretary to circularise all members of the Division, drawing their attention to the need to avoid nuisance to the public by the use of chimes, and copies of the Association's Code of Practice in this respect had been enclosed.

Amongst other items discussed was the steadily-increasing price of raw materials, in particular milk powder, and the effect which this inevitably must have on the price of ice cream. It was suggested that this general tendency for the trade's ingredients to increase in price might require reconsideration of the whole question of the present legal standards of composition laid down for ice cream, but it was realised that if this situation should arise it would essentially have to be a matter for national negotiation.

The meeting noted with particular pleasure that the spring ice cream exhibition held in Trentham Gardens had again been a considerable success, and that it had been possible to overcome the problems created by the power cuts.

LONDON & HOME COUNTIES DIVISION

Planning for the Bournemouth conference of the Association demanded the attention of the Divisional committee at their meeting held in conjunction with the Southern Branch at Bournemouth in March, under the chairmanship of Mr. A. Infante. In addition to confirming the Pavilion Ballroom as the venue for the divisional night, a number of suggestions for the entertainment of the ladies and delegates generally were considered and agreed to in principle.

A proposal to place a stand in the exhibition at the disposal of the Young Alliance for the propagation of their aims and objects was adopted, and an offer by members of the Young Alliance to take an active part in organising conference activities, and in particular events during the divisional night, was accepted with appreciation.

Regret was expressed by some members that the arrangements to organise joint travelling facilities for members of the Alliance wishing to attend the American Dairy Congress at Atlantic City, U.S.A. had not matured and it was suggested that head office had lacked imagination in their efforts to propagate this venture.

The committee also took note of the discussions at National Executive Council level on the difficulties experienced by a member of the Division in connection with packaging material which had failed to meet the specification agreed with the supplier at the time the order was placed. The Council's decision to take up with the Associations representing suppliers of packaging materials the unsatisfactory clause in their authorised Conditions of Sale which in effect relieved the supplier of any liability to meet agreed specifications, was received with satisfaction.

Recent meetings held by the East Anglia, Southern and Kent & Sussex Branches were reported. The **Southern Branch** had in the main occupied themselves with filling in the details of the Divisional conference programme agreed to in principle at an earlier meeting.

From **Kent & East Sussex Branch** an interesting report was received on discussions in connection with the future organisation of Young Alliance groups which it had been suggested might with advantage be based on one unit covering the whole Division, rather than on a number of smaller units associated with individual Branches.

The question of the official weight determination in connection with ice cream salesvans which carried freezers and generators used to operate them was raised, it being commented that removal of this equipment should be permitted before the unladen weight of the vehicle was determined. It was suggested that representations should be made in order to establish concessions in this connection for ice cream salesvans on the grounds that they were "mobile factories".

An interesting discussion centred round the advantages and disadvantages of using air-cooled, as against water-cooled, compressors in connection with freezing equipment.

NEWS ABOUT PACKAGING

A NEW SYSTEM

An interesting new development in the field of packaging has been introduced by the Hypak Division of the Oppenheimer Casing Co. (UK) Ltd., and the method is well suited both for the retail trade and for catering establishments.

Known as Alaska packaging, the system consists of thermoplastic tubing which is filled with ice cream and then sealed with a twin clipping machine. The extruded thermoplastic has a high tensile strength, can be used in the temperature range of minus 50°C up to 215°C, is resistant to chemicals and impervious to flavours, and can be printed with promotional material in various colours.

One of the main advantages is that the system is so flexible: there is no difficulty (as with fixed-size cartons, for example) in changing the weight of the product from, say, 250 grammes to 500 grammes—all that is required is to reset the twin clipping machine to produce any desired length of tube. In this way a whole range of sizes could be supplied to a supermarket so that the housewife could pick the size from the freezer most suited to her family and her purse.

Storage presents few problems in a domestic refrigerator with a deep-freeze compartment, especially as the product will not be affected by other foodstuffs being stored in close proximity. Serving is simple because it is only necessary to cut off slices which are already a convenient round shape to fit into coupes.

Tubes are available in various diameters, and of course it is possible to fill them with different flavours of ice cream. The manufacturers of the system say that there is no loss of flavour even after prolonged storage.

LONDON DEMONSTRATION

A working demonstration of a number of sophisticated packaging machines was organised by Mardon Son & Hall Limited, of Bristol, at a London Hotel last month, and several of them were being shown for the first time in this country. The successful exhibition was on for five days, and among the machines on show were the following:

M.M. Shrinkwrap System: a high-speed integrated shrinkwrap system capable of collating and packing up to 600 cans a minute in single or double tiers.

Mardon End Load Machine: a modern end-load cartoning machine with carton feeder which "overbreaks" the carton to ensure perfect squareness before being loaded with the product. The standard machine handles 140 cartons a minute.

K.F.5 Machine: is in world-wide use, in particular in frozen food plants. Forming speeds up to 220 cartons a minute can be achieved.

Intalock: gives great vertical strength to the carton because the corners are reinforced, thus making the system ideal for fragile products. The carton can be machine-erected, loaded and closed at speeds from 10 to 60 a minute.

PAKEX 72 EXHIBITION

The International Packaging Exhibition—Pakex 72—is to be held at London's Olympia from 9-12 October. There will be exhibits by some 400 British and overseas manufacturers who are hoping to cash-in on the expected boom in consumer demand. Many firms, it is thought, will be choosing this year as the time to invest in new plant and machinery.

The exhibition is the 12th in the present series to be held in the United Kingdom.

This summer's Munich Olympics, with its huge influx of visitors, must prove to be a boost for the German ice cream industry. But in the long term its problem is basically the same as ours — to get ice cream accepted as an all-the-year-round industry. This article, by PETER LOBITZ, is reprinted with permission from Haarmann & Reimer's magazine *Contact* 6.

ICE CREAM IN GERMANY

MUNICH and the approaching Olympic Summer games are topics that, not only in Germany, are on everyone's lips. Thus Olympia 72, which will provide an opportunity to reach at one time the minds of a mass of people, of different nationalities, in whom a spirit of eager anticipation is already awakening, provides also a highly relevant introduction to this article, whose theme is ice cream and its consumption.

For amongst the principal responsibilities of the organisers of this meeting of the youth of all nations is undoubtedly care for the well-being of the visitors. The expected 12,000 contestants and team officials should, according to the proposals of the planners of the catering in the Olympic Village, have difficulties in deciding when faced by the many carefully chosen menus, each designed exclusively in accordance with the requirements of the athletes.

ENHANCING THE IMAGE

For the German ice cream industry, there is the eminently satisfactory prospect of being enabled to enhance further the image of their chilly product. To be precise, the organisers are following the trend to a "refreshing dessert" and awarding to the ever-popular ice cream, in its manifold variations, a leading place amongst the more than 50 varieties of dessert.

This abundance of delicious sweet courses should at any rate provide a choice for those of the athletes who have a sweet tooth. Included are no less than 1.3 million portions of ice cream and yoghurt.

Through the Olympic nomination, the ice cream makers of Federal Germany have moreover an excellent opportunity to present their choice, but none-the-less comprehensive, assortment to a broad spectrum of the public, drawn from almost all the countries of the world. For in the heat of August the spectators in the stadia will often have recourse to the tubs, ice-lollies, cones and other servings, to revive themselves by licking, sucking, nibbling or spooning up the cool smoothly-melting refreshment.

PERIOD OF EXPANSION

As an incidental, those engaged on the "cold front" should receive a new stimulus to obtain greater popularity and recognition for their icy wares. The wish of the German manufacturers, to be able to claim "An ice cream in everyone's mouth" has, as yet, not quite been fulfilled. The industry can, it is true, look back on a tempestuous expansion in recent years; it has long discarded its role as "the sweet outsider".

Nevertheless, the ice cream producers in the Federal Republic, even in 1970 with an annual per capita consumption of 4.5 litres (of which 3.1 litres were industrially produced), still lag behind the levels in other countries. In North America alone, the annual per capita consumption of ice cream is 25-30 litres. But the consumption in other European countries, such as Scandinavia with 13 litres, marks the ice cream sector of Germany as a "developing market". That is

a status that the entire industry is determined to change!

Taking 1950 as a base, the figures show a thoroughly satisfactory increase. Undoubtedly, this encouraging development is a tribute to the determination and commercial ability of the manufacturers, who have seen their product develop from its former status as a "special treat" to become an article of almost daily consumption by all sections of the population.

The still relatively small turnover, when looked at in comparison to the turnover in other countries with comparable living standards, is perhaps explained by the relatively late development of the local market. For actually it was only with the development of large-scale industrial manufacture of ice cream, in the so-called "Golden Twenties" of this century, that it became possible to speak of a real expansion in Germany, but the war brought this to a halt that lasted through the immediate post-war years.

Through the "democratising" of ice cream on the German consumer market—the freeing of ice cream from its former image as a luxury, for consumption only on special occasions—a future of further continuous expansion has now become possible. All the more so, if more of the general public can be persuaded that the product, that appears in almost all crossword puzzles as "Frozen (3 letters)", is a delicacy that can be enjoyed even during those seasons when the outside temperatures typical of the German climate are so low that, in the past at any rate, a desire to enjoy a cold ice cream has not exactly been awakened.

END OF THE SEASON

The customers should, in despite of ice and snow, still eat what is still colder: ice cream. For this, however, it is necessary that the association, in the mind of the customers, of ice cream and sunshine should be slightly weakened, even though that association is the greatest, unequalled promoter of turnover for the "chilly" industry.

In Germany formerly the start of the cold months of autumn and winter were also the signal for the almost complete cessation of consumption of ice cream. And that did not

invariably mean that for the ice cream manufacturer—despite the most strenuous of face-lifting treatments of the balance sheet—another successful season was concluded. The weather conditions during summer were always the great unknown factor in the calculations of the still surviving 20 major manufacturers and also the more than 60,000 small producers and 16,000 soft-ice sellers, who during a hot summer maintained an extremely brisk street-trade.

That "it all depends on the weather" is, now as ever, an acknowledgement of the importance of the weather to the ice cream manufacturer. The industry can for this reason never completely free itself from membership of the weather-dependent sector of industry, that, world-wide, must allow for annual losses due to weather conditions of 100 milliard DM.

A UNIFORM OUTPUT

Nevertheless all the efforts of the ice cream manufacturers, always on the look-out for a new niche in the market, are designed toward making their balance-sheets more weather-resistant. At the same time, the intention is to retain and consolidate the high summer level of sales, but to achieve a more uniform distribution of the output figures over the year and thereby improved utilisation of manufacturing capacity. The desire of the industry is that summer should be extended, at least so far as ice cream consumption are concerned, until the subsequent springtime.

In the coming years probably only gradual progress will be made toward the achievement of a fundamental change in the pattern of consumption, even though the consumers are wooed at a cost of several million marks. The residual reluctance of the ice cream consumer to feel its chilly touch in wintry weather will not be melted away so swiftly as snow in sunshine. The major suppliers, always thinking of novelties, are already planning a gentler way to change habits. They are now recommending sweet sauces, included in the family-size packs. An ice cream for dessert, enrobed in a warm fruit- or chocolate-sauce, should tempt the most blasé

continued overleaf

ICE CREAM IN GERMANY

continued from previous page

of gourmets, even during the coldest time of the year.

The favoured field of activity for sophisticated sale promoters will always be the actual winter period, that has still to be fully exploited in respect of ice cream consumption. The gross turnover achieved in the cold half of the year 1970-71, at 120 million DM (43% up on 1969-70) shows that it is completely feasible that the so-called "winter gap" in ice cream consumption can, bit by bit, be closed.

The American way of living may be taken as a model for this. To the inhabitants of the northern half of the New World, it is a matter of course that ice cream consumption should be practically the same in winter as it is in the height of summer. In Germany, in contrast, the comparative levels of consumption are about 87:13 in favour of the warmer half of the year.

IMPORTANT PARTNERS

Over the last 20 years, turnover in the Federal German Republic could be increased 25-fold. In 1970 alone, gross takings were 1.4 milliard DM; of this the industrial share was 945 million DM. The incidental production and consumption of 275 million litres of ice cream (of which the industrial share was about 185 million litres) correspond to the milk yielded by about 60,000 cows.

Here is shown very clearly the close connection between the manufacture of ice cream and the agricultural economy of Germany, that provides not only the milk and cream for the pleasure of the ice cream consumer, but also makes available sugar and other agricultural products. Ice cream is thus long-established as an important factor in the national economy and the manufacturers of ice cream have become important partners of various German suppliers of raw materials.

In the immediately past year, 1971, whose picture-book summer was praised on all sides, a conservative estimate of all factors indicates that about 320 million litres of ice cream were prepared and a turnover of a milliard marks thereby exceeded for the first time. In any case, a comparison of the first half-years of favour of the latter, permits the expectation

that in the past season the long overdue breaking of the "ice-record" of 5 litres per head of the German population took place.

The optimistic manufacturers forecast for the next five years that turnover will further increase, by about a half of the current amount. Whether by this rate of growth the consumer market, and its collective stomach, will be saturated is still unknown, owing to the uncertainty in respect of the actual size of the market. Doubtless, in the circles concerned there are those who dream of American conditions and therefore fight hotly for their share of the cold market.

One success has already been scored by the popular family-packs, that has transferred the enjoyment of the cold dessert from the street to the domestic surroundings. The consumption of household- and large-size packs has within the last ten years expanded disproportionately, increasing nearly seven-fold. (In the same period, the ice cream industry has trebled its production.) Of the 185 million litres of ice cream industrially manufactured in 1970, the large tubs and blocks accounted already for 50 per cent.

In pursuit of rationalisation, recently more and more pastry-shops, hotels and restaurants, who formerly produced by skilled handwork the most delicious ice cream confections, have gone over to the sale of mass-produced ice cream. For this purpose, it is delivered by the major producers in commercial size blocks, that can be easily divided into portions and equally tastefully decorated as could the fresh ice cream made in tubs on the premises.

Perhaps with this development some of the romance has been lost, for many adult lovers of ice cream unconsciously associated it with their youth and the so eagerly sought street sellers of those days. They went, with their glistening metal and white-painted wagons, throughout the country advertising their wares by tinkling bells and their own strong lungs. This traditional method—nowadays without great economic significance—has nevertheless its own historical importance, for it was the manual production of "the ice-cream man" that laid the foundations from 1970 and 1971, showing a 17.1% increase in which the industry could grow.

TRADE NEWS

LILY NAME TO GO

The Lily Cups and Containers subsidiary of the Dickinson Robinson Group is to cease to operate under that name as from next August—which means that one of the best-known names in the ice cream packaging world will have disappeared. As from 14 August the new trading name will be DRG Cups Ltd., and this will be phased-in during the months leading up to the change.

This comes about as a result of a new agreement which has been reached between the Lily-Tulip Division of Owens-Illinois Inc., of Toledo, Ohio, and the DRG subsidiary. Under this agreement, the company continues to obtain machinery, technical assistance and marketing information from the American company for the manufacture and sale of certain types of cups and containers based on paper—but it does not extend to the use of the Lily brand name.

NEW BUTTER DISTRIBUTORS

Following the acquisition by the Irish Dairy Board of the major shareholding in Adams Butter Ltd., the Creameries Division of the Milk Marketing Board of England and Wales has decided to terminate the current arrangements with Adams for the distribution of MMB butter from 1 May, and to appoint Dairy Produce Packers Ltd., Lovell & Christmas Ltd. and Foley Brothers (London) Ltd. as their principal package butter distributors.

These new arrangements coincide with the installation at the Board's modern Alfreton creamery in Derbyshire of new high-speed packing equipment to pack all butter produced by the Board's creameries with the exception of Welsh Butter, which will continue to be packed in Wales by Dairy Produce Packers Ltd.

BETTER SAFE...

One doesn't normally hear of ice cream salesvans being robbed—but it could happen. And if it did happen, say, on the way back to the depot after a hard day's summer trading, the results could well be disastrous.

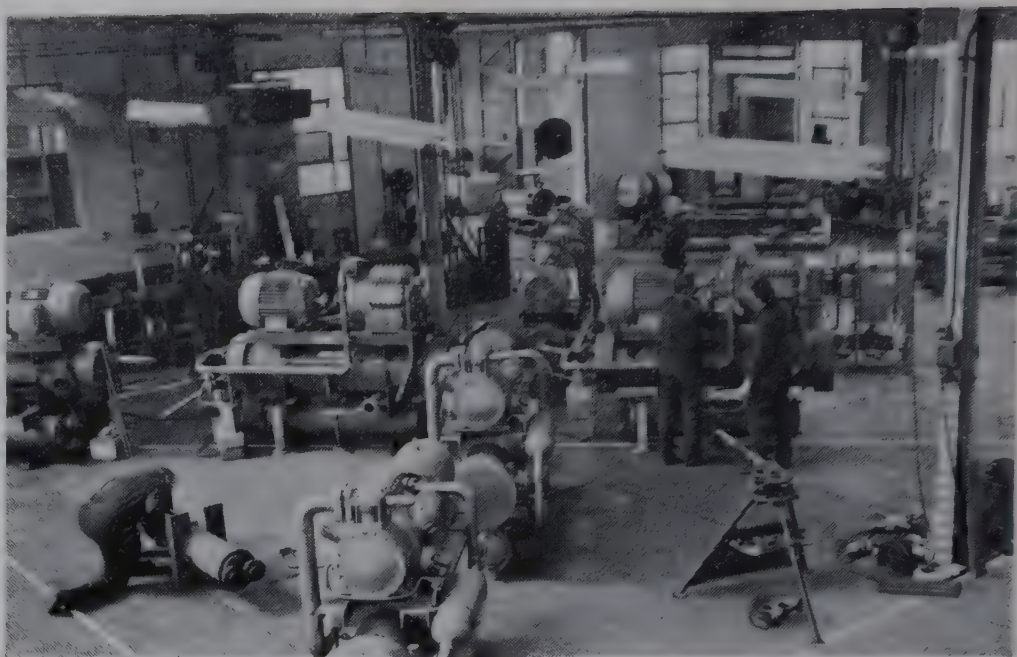
One way to avoid the possibility of this is to fit the vehicle with a Checkmate vehicle safe, marketed by Checkmate Devices Ltd., of Weymouth. These safes can be fitted to any vehicle, and they consist of three parts: the anchor plate, which is permanently fitted to the underside of the vehicle floor; the strong-box itself, and the retainer. When the strong-box is fitted into the retainer, the only access is through a slot which is concealed by the carrying handles. The fixing screw heads are protected by the strong-box.

In use, the money is inserted through the slot into the strong-box: the driver has no key, and a notice to this effect is printed clearly on the box itself. The main lock contains provision for triggering an alarm and/or for immobilising the vehicle in the event of it being tampered with.

Units are interchangeable, and may be used in any vehicle to which an anchor plate has been fitted.



TRADE NEWS



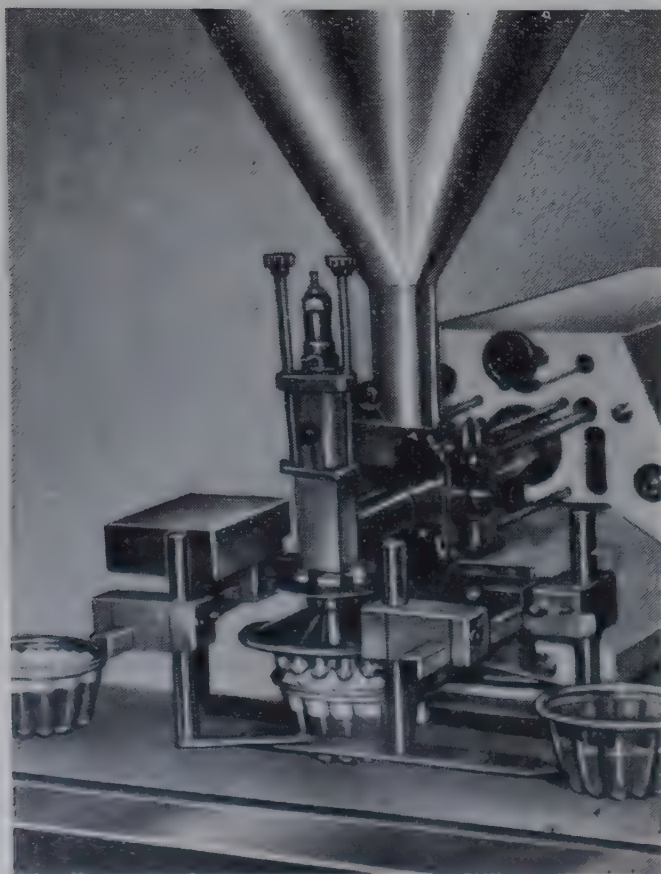
LOLLIE MACHINE FOR N. IRELAND

Shown here during manufacture at the Slough works of ML Industrial Products' refrigeration division are ML packaged chiller units. ML are now supplying a special low-temperature packaged brine chiller for use with an automatic lollie machine ordered by the Milk Marketing Board of Northern Ireland which is to be made by Vanmar Products.

Costing about £9,000 without the chiller,

the machine is said to be a particularly compact model designed to suit the medium-sized manufacturer requiring an output of about 4,800 confections an hour.

The brine chiller ML are supplying—at a cost of about £5,000—will be capable of cooling 87 igpm calcium chloride brine from minus 13°F to minus 17°F. This is equal to a duty of 173,000 Btus/hr. It will operate in conjunction with a remote air-cooled condenser, incorporating head pressure control.



VERSATILE FILLER

The Obrut Depositor, manufactured by Turbo Tools, of St. George's Road, Hull, is a versatile machine which has gone down exceptionally well in the Italian ice cream market.

Fitted with a special flow regulator, multi-coloured ice cream can be dispensed direct from the continuous freezer, and automatic feed-back from this unit can be used to start and stop the depositor itself as well as the freezer and other auxiliary equipment.

The Obrut can also handle all liquids, jam, jelly, whole fruit, meat, mincemeat, batters and all types of cream. Different nozzles are available for filling and decorating, as well as a hand gun.

An inexpensive device fitted to the front of the machine converts almost any standard conveyor to fully-automatic filling or decorating, and the machine can be dismantled without tools for ease of cleaning.



We say we offer the best range of ice cream ingredients. Make what you like of it.

That's the whole point. With Unigate's Kreemix and Sterile Liquid Mix, you make ice cream just the way the virtuoso spirit moves you. If you have an especially adventurous outlook, call on us too for milk powders, whey and buttermilk,

condensed milk and concentrates. Anything that comes from milk, after all, must come best from Britain's biggest dairy name. Try us. Write to Graham Rogers, Sales Manager, Unigate Foods Ltd., Industrial Section, Trowbridge, Wiltshire.



Unigate Foods

Musing about insurance

by

R. LEARY

Secretary,

South East Scotland Division

“**J**UST SUPPOSE,” the insurance agent said, “that your children accidentally left all the water taps running in your newly-decorated, re-carpeted house, shattered the cloakroom wash-basin, knocked a window-box down on the neighbour’s head and then, diving out of doors, fell through the glass front door.” Evidently he knew my children! “What would you do?” he queried.

“Give them a glass of arsenic and milk, or phone the nearest child guidance clinic and ask for a padded van,” I ventured. “No, no,” the agent said testily, “you would contact your insurance company informing them of the chapter of accidents and ask for relative claim forms. All these mishaps can be covered by insurance”.

At this point unfortunately a neighbour’s dog came bounding in and bit him, whereupon he left rather hurriedly, possibly to look up his own “dog bites” insurance policy. However his remarks had given me food for thought and I settled down with my own houseowner’s comprehensive buildings and contents policies, and was surprised at the staggering number of contingencies such policies cover. Fire, explosion, lightning, earthquakes, riots, malicious persons, burglary, larceny, burst tanks, storm and impact; these I already knew about. However, I also found that if a jar is dropped and breaks the plate-glass top of your dressing table or the bathroom basin or pan, that the company will pay.

If a policyholder is rendered temporarily homeless because of damage by fire to the house, the insurance cover extends to payment of hotel and other expenses until the house is habitable again. If the house is insured for £6,000 and the contents for £2,000, payment up to £600 would be made for hotel bills and £200 for other expenses; this in addition to the insurance settlement for damage to house and contents.

CONSTANT REVIEW NECESSARY

Not generally known is that these policies sometimes also carry a built-in life insurance against accident involving the insured and his wife. This was at one time fairly common, but it is understood that there has been a tendency to remove this from present-day policies.

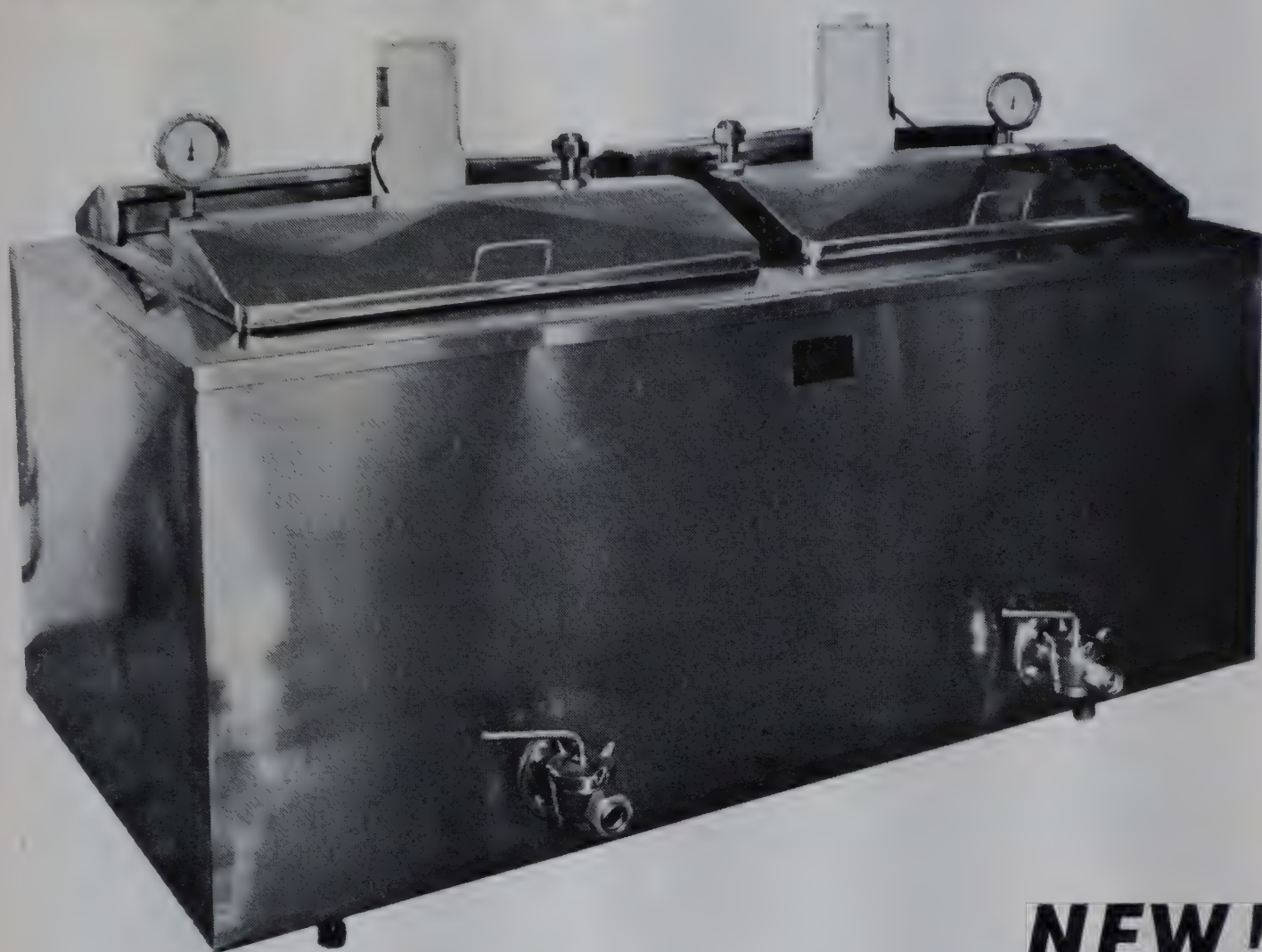
With all these benefits available, it must surely be sensible to ensure that house and contents are covered for their full value. Constant review is a necessity in these days of rising property prices, and each time addition to contents such as a new washing machine, carpet or refrigerator is made, a word with the agent can avoid possible worry in the future.

UP-DATE YOUR INSURANCE

Equally necessary for all Alliance members is periodical review of the various policies held for business premises. It cannot be emphasised too much to get insurance up-to-date with present values. The members of the South East Scotland Division have received a most salutary and startling lesson on this point as the result of a recent case of a café member whose premises were severely damaged by fire.

Contact subsequently with his insurance company revealed that existing cover on the property was ten years old, this being £10,000. Present-day replacement value has been assessed at £25,000, which means that the member’s claim on the company has been reduced by the offer made by them to some £4,000, i.e. two-fifths of the insured sum due to the property being so radically under-insured.

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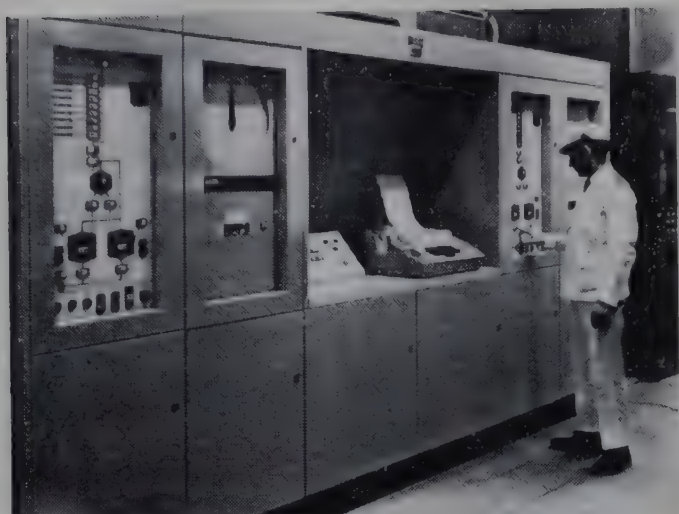
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ICE CREAM BY COMPUTER

We regret that in the April issue of this journal the wrong photograph was used to illustrate the item on the first computer-controlled system to be installed in the UK for batch-weighing and blending ice cream ingredients. This installation, resulting from an intensive study by the APV Company and Lyons Maid, is now in use in the Greenford factory of Lyons Maid. The picture above, which shows the control panel of the automatic plant, is the one which should have been used.

GET-UP-AND-GO SHOP

A fold-away kiosk which can be erected in 20 minutes by two men is the latest idea from Hope Designs Ltd., of Leatherhead, Surrey, who were responsible for the Hope Housing System for use as emergency housing in devastated areas. The new Packaway Kiosk, which measures 6 ft. by 6 ft. 6 ins., includes a long serving hatch with lockable sliding windows plus a full-length counter shelf.

Constructed of heavy-duty laminated plastic, the mini-shop should be easy enough to keep clean and there should be no problems with deterioration either in use or when packed away for storage.

Dismantled, the shop packs away into its own roof to make an easily-transportable unit measuring only 6 ft. 6 ins. by 3 ft. by 1 ft. 6 ins. Cost of the unit is £190, and further information is available from the firm at 9 Commerce Estate, Kingston Road, Leatherhead, Surrey.

TRADE



BIG MOUTH

The useful feature of a range of virgin polythene containers being produced by C. G. Paxton Ltd., of Nantwich, Cheshire, is the wide aperture top, which means that they are easy to keep clean, apart from other considerations.

The containers, which have been tried in deep freeze conditions, are available in 10, 40, 50 and 60 litre sizes: illustrated here is the 40 litre version.

NEWS

REFRIGERATED VEHICLES DISPLAY

An exhibition of refrigerated vehicles and containers, many of them available for hire as well as for sale, was held by Collis Cold Containers Ltd., of Fort Wallington, Fareham, Hants, and was attended by visitors from as far away as Sweden and Holland.

Collis not only deal with new and second-hand vehicles and mobile shops, but they also run a conversion service. They claim they can convert any vehicle for use as refrigerated transport, and to prove their point they are converting one customer's Land Rover into an ice cream salesvan. "Apparently his territory is a bit rough and hilly", say the company.

For normal ice cream salesvans, however, Collis usually rely on Bedford Viva and Bedford CF chassis, making great use of fibreglass above the waistline with plastic interior surfaces for ease of cleaning. Electric hold-over cabinets are built to Collis' own specifications. Secondhand vehicles are fully reconditioned and sold with a three-month guarantee.

Hiring a Viva salesvan, including tax and insurance, costs £240 for the first three months, reducing by £10 per three-month period. After the first year the cost comes down to £195 per three-month period.

Collis also have, for sale or hire, refrigerated lorries and static storage units which, they say, are the most economical way of extending cold store premises.

Pictured below is one of three Bedford refrigerated vehicles which Collis have supplied to Hortons Frozen Foods. The one

illustrated has been specially designed to carry and deliver ice cream in the London area where as many as fifty door openings a day are expected.



EXPORT SUCCESS

An unusual export story from the old-established firm of A. Coletta and Sons Ltd., of Bradford Road, Huddersfield, who have sent over 500 gallons of vanilla, chocolate, strawberry, coffee, ripples and tutti-frutti ice cream to Gibraltar.

This was the first consignment of what the company hopes will prove to be a regular supply.

Mr. Anthony Coletta, the company's managing director, said that he thought there was a considerable market for ice cream from this country in places like Cyprus, Malta, Gibraltar and possibly Africa. The only problem, he said, was making sure that the ice cream was kept in good condition during transit.

Isn't it time you had a new one?

We're offering £5 on your old electric mixer.

Here's a chance to get a brand new Horlicks Electric Mixer, made by Coldstream Engineering, at a very keen price (only £29). And that's not all!

If you send us back your old electric mixer as soon as you get your new one, we'll send you a £5 cheque by return of post.

PLUS a 5lb. tin of Horlicks **FREE** – which, when used, gives you a further saving of up to £5 on your new machine! This offer is for a limited period only, so use this coupon to order straight away.

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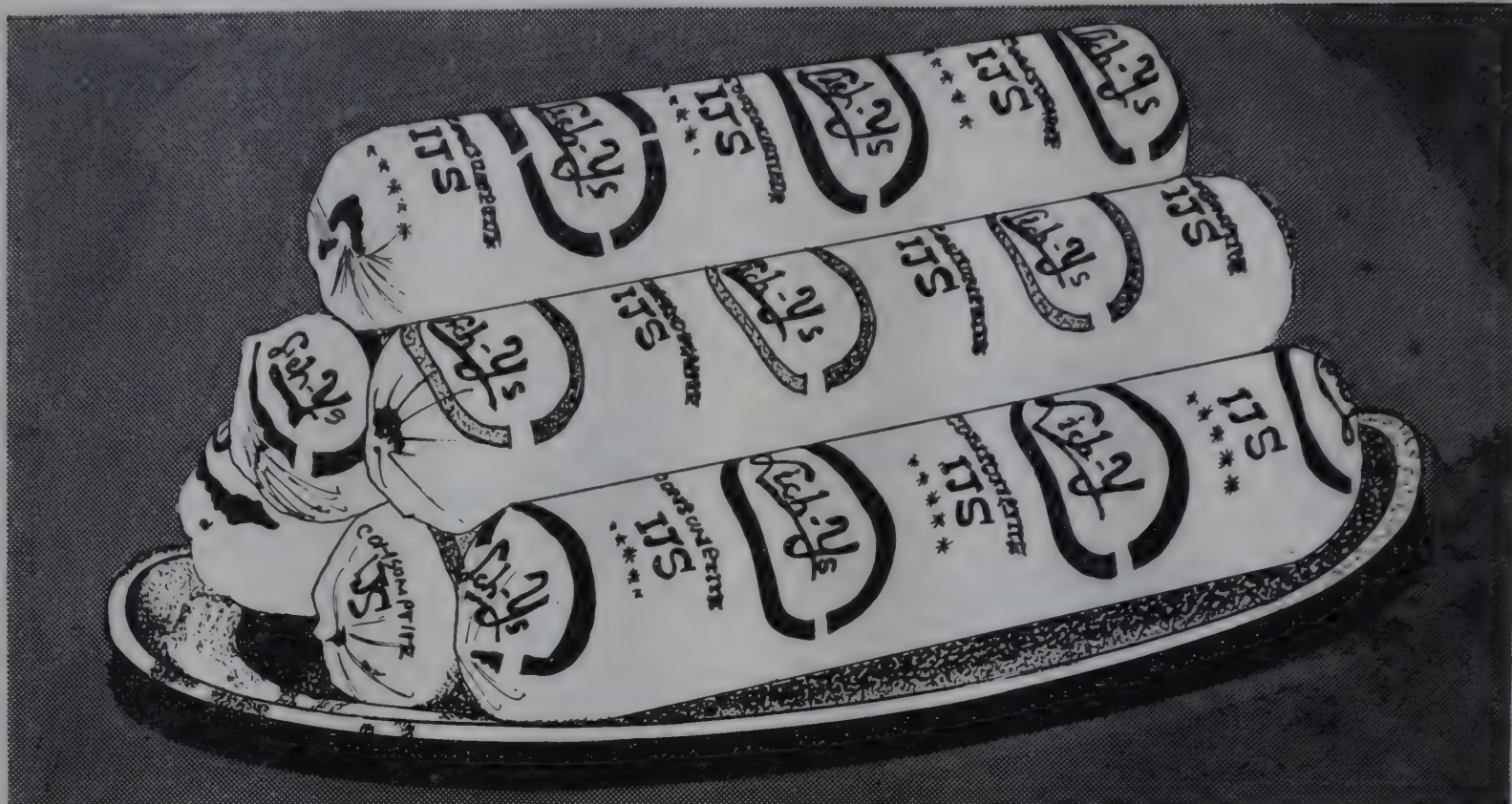
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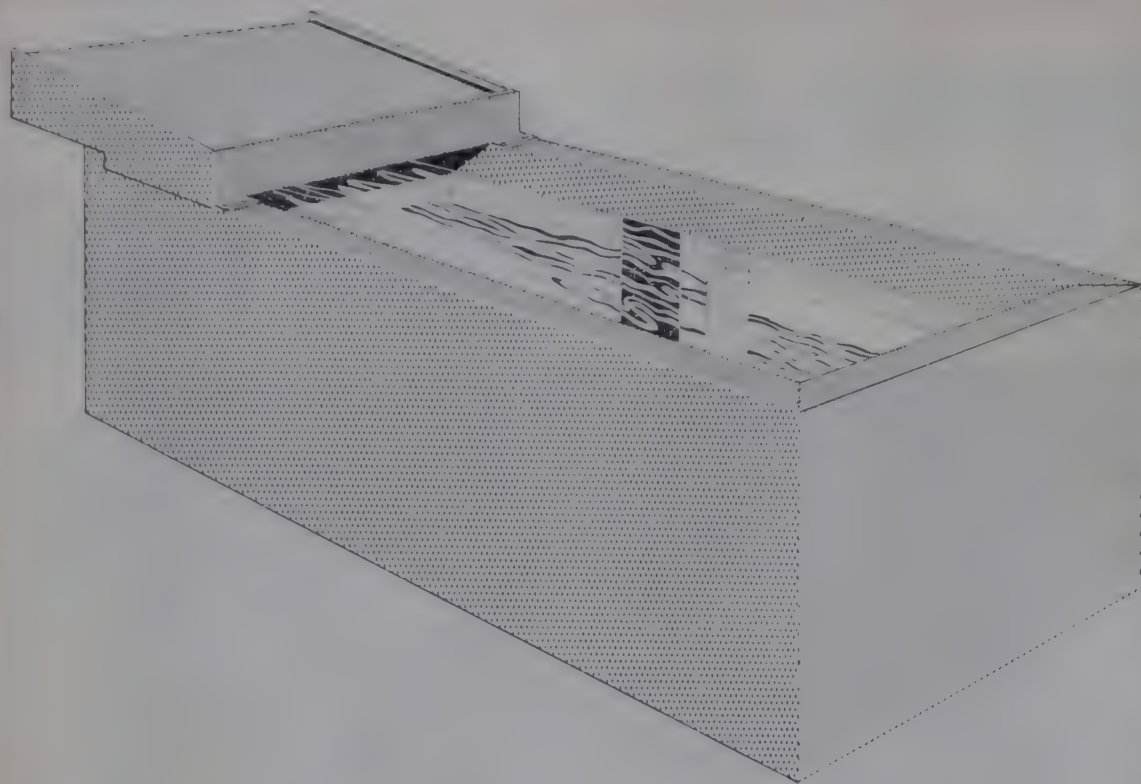
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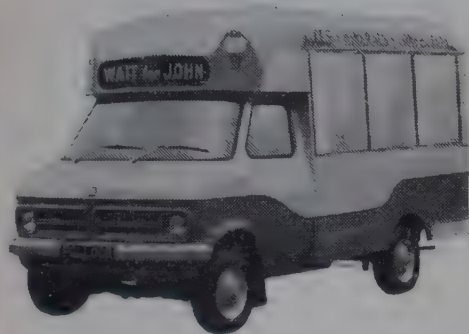
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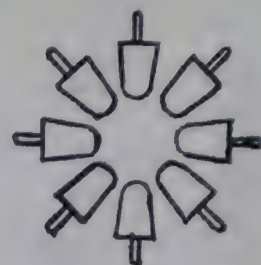
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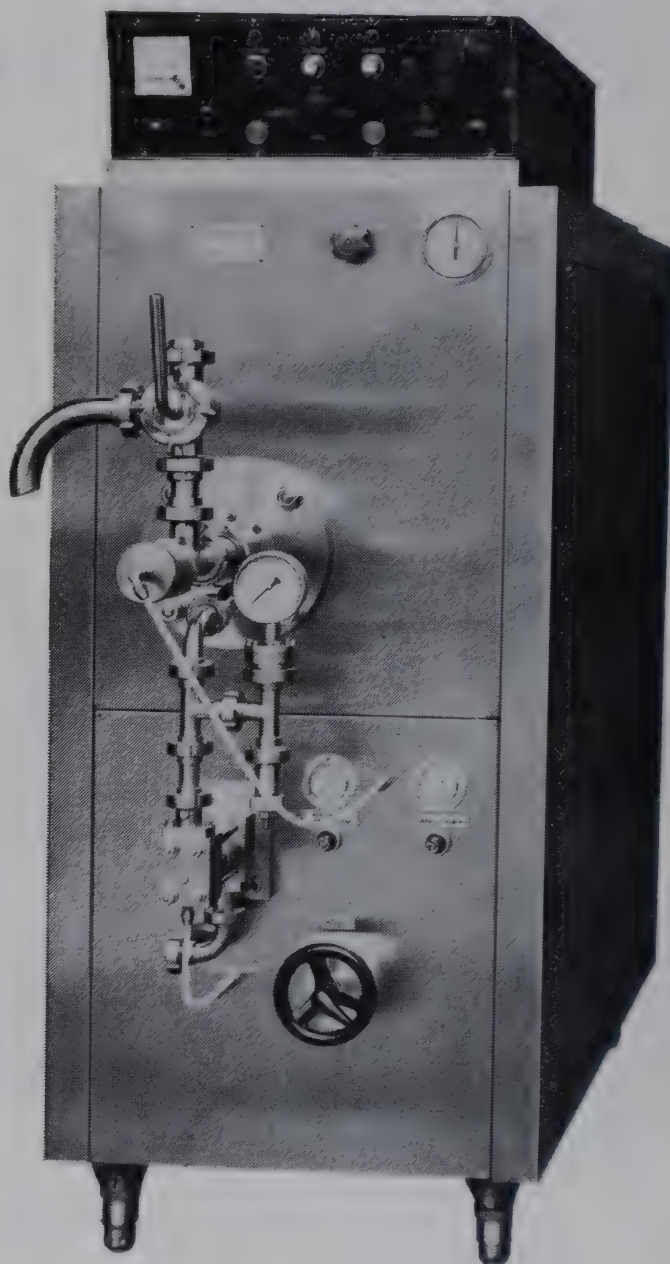
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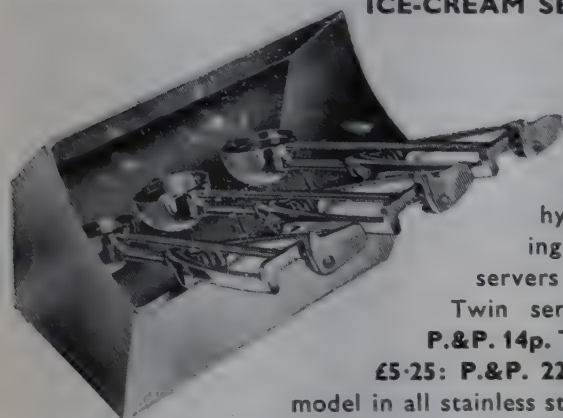
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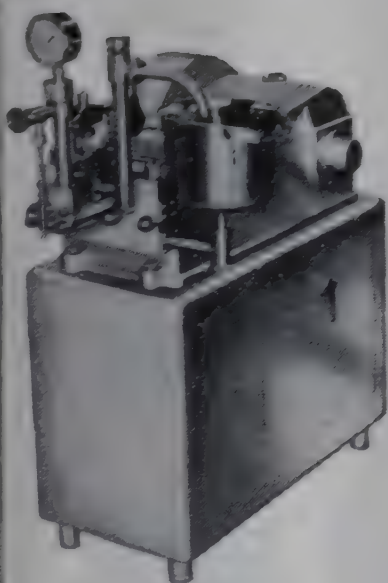
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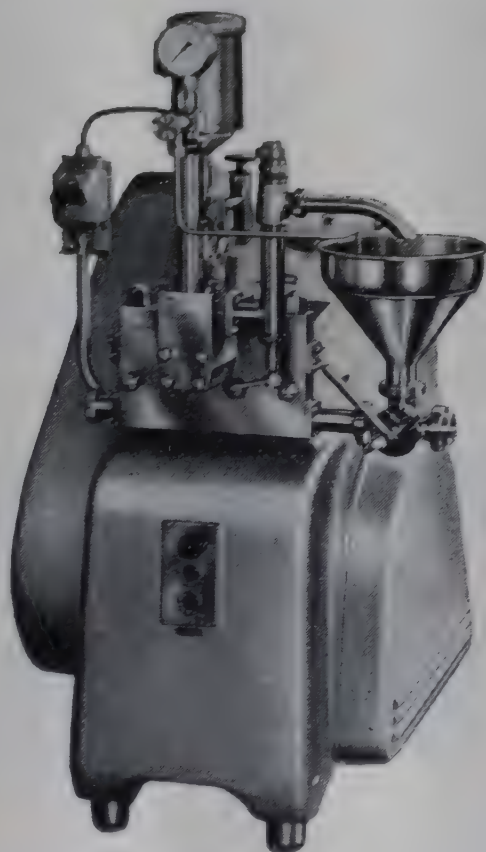
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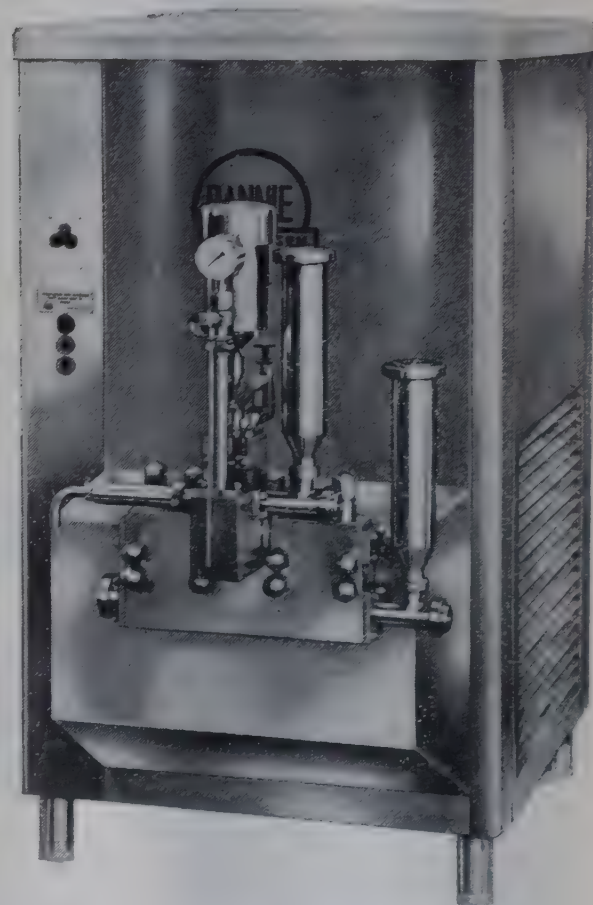
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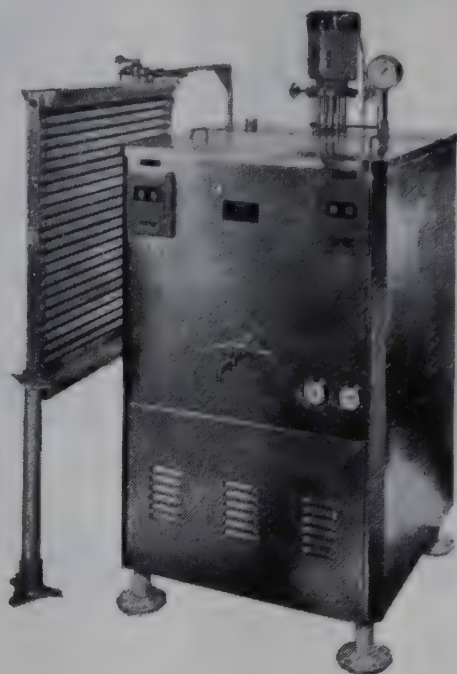
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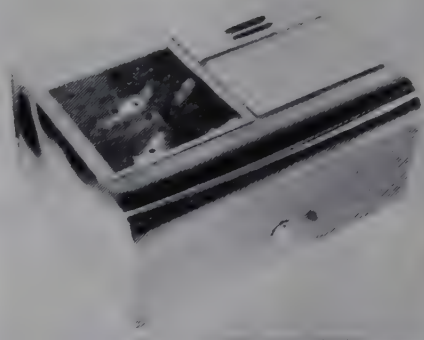


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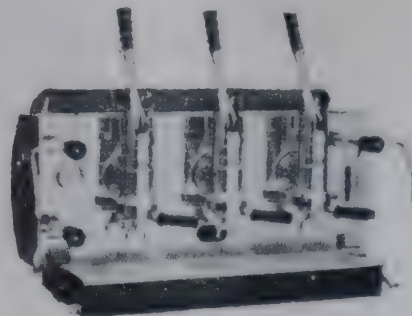
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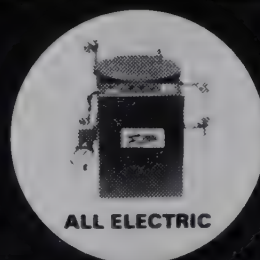
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Vale
Refrigeration Ltd.**

(Mr. Ray Wyatt)

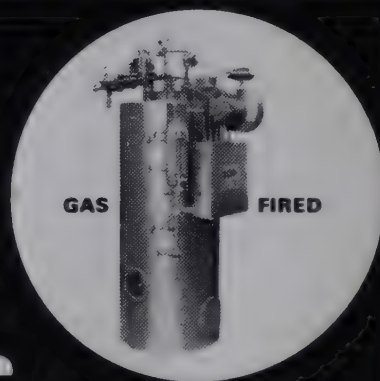
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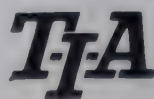
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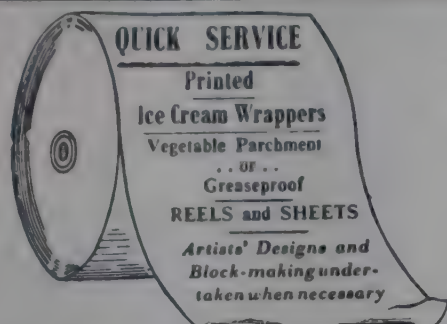
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2

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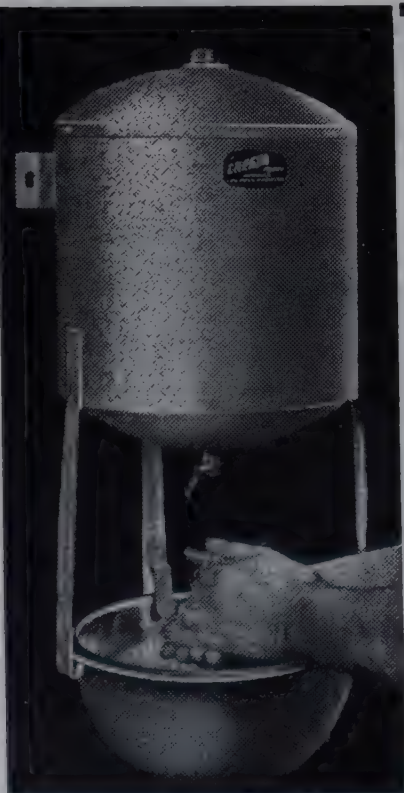
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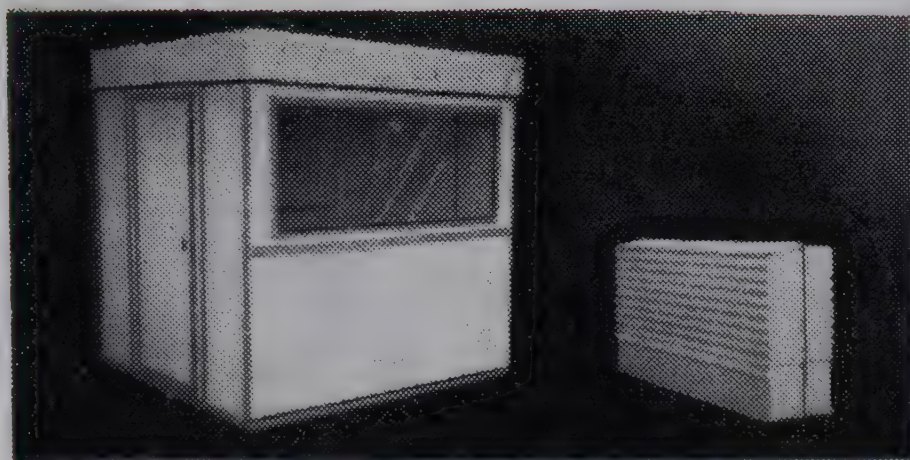
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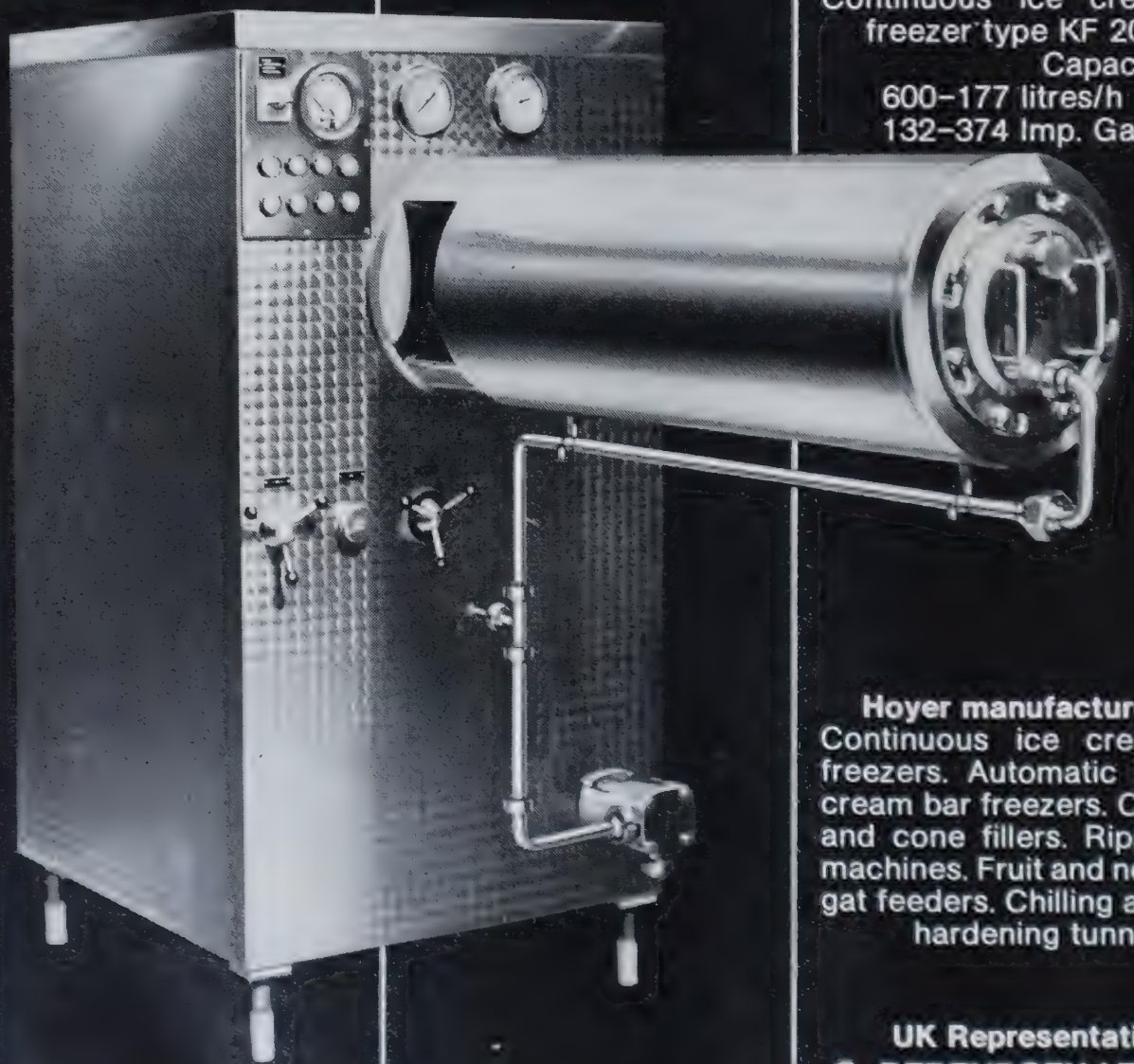
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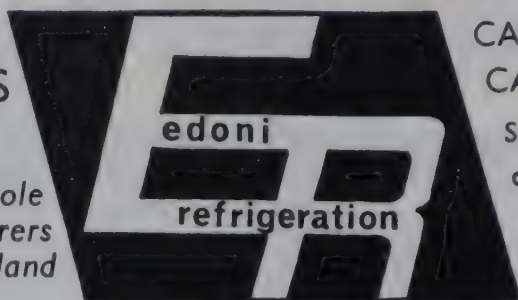
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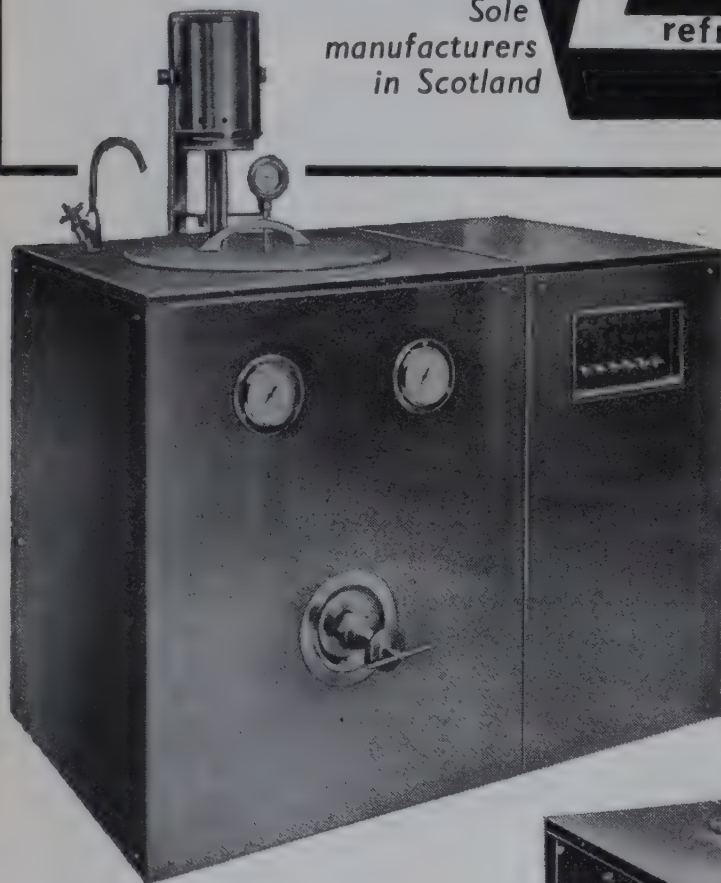
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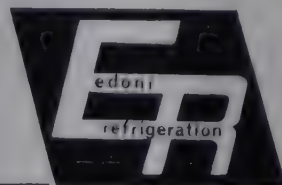
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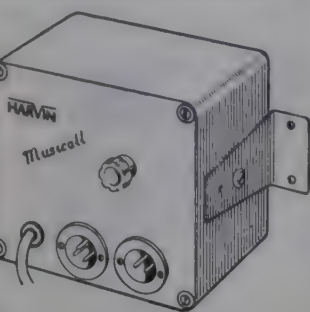
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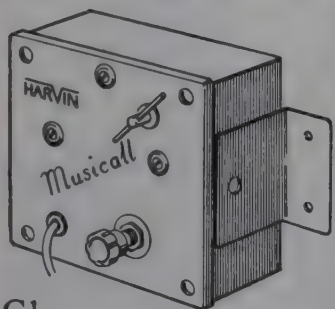
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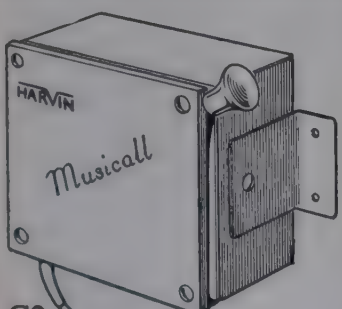
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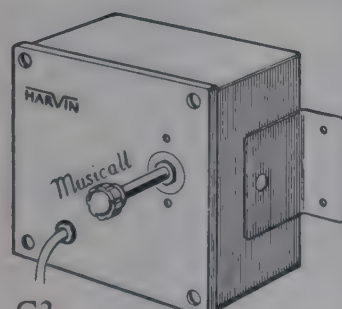
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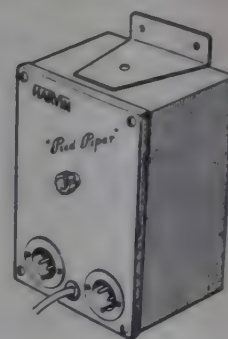
C1



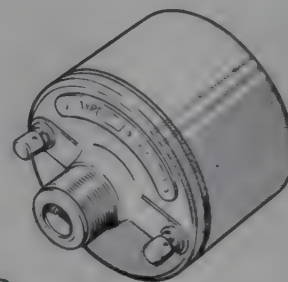
C2



C3



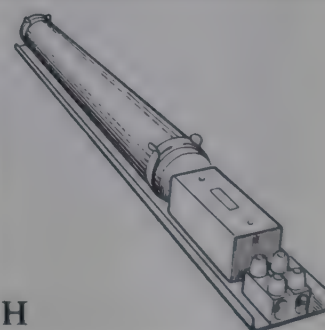
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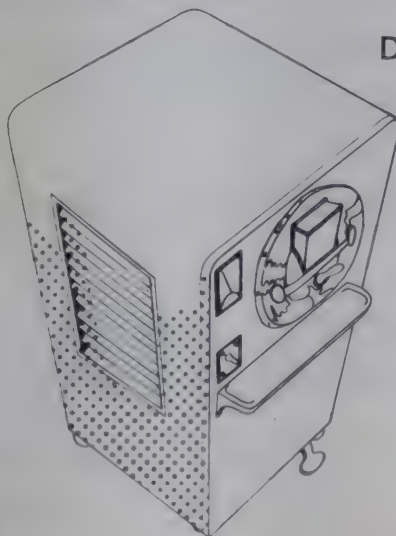
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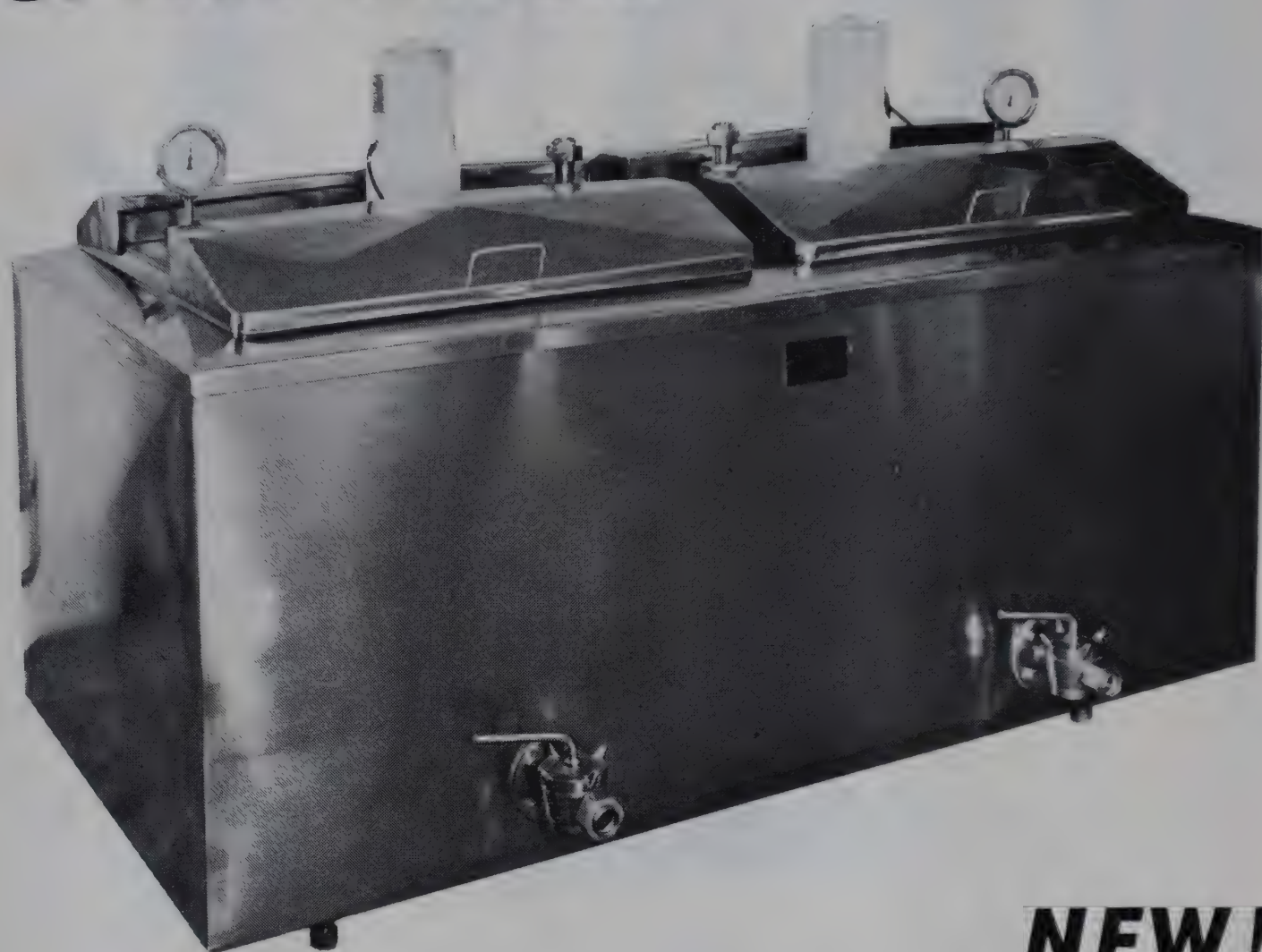
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ICE CREAM

and FROZEN CONFECTIONERY

*Official Journal of the Ice Cream Alliance and the
leading magazine of the British ice cream industry*

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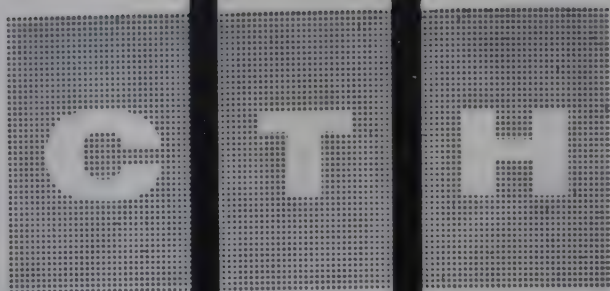
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ICE CREAM

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FOOD FOR THOUGHT

TOPIC IN THE NEWS

CAN individual presentation of ice cream survive the general trend towards standardisation? In many trades standardisation has long become the order of the day both in manufacture and distribution, and the individual who aims to present his products as a speciality of his own is disappearing. This regrettable tendency is furthered by the rather flamboyant publicity of packaging firms and experts, who have been known to go so far as to suggest that the sale of any food unpackaged leads to the lowering of standards.

CREATING A FAVOURABLE PUBLIC IMAGE

To give them their due they are prepared to acknowledge that this cannot be applied to ice cream, and indeed in the creation of the favourable public image which the trade's products enjoy today, their presentation in traditional style, such as served with cones or wafers ready for immediate enjoyment, or in ice cream dishes prepared in front of the customer, has always been an important factor.

That this continues to be so today and will do so in the future, and that there will always be scope for this type of ice cream presentation despite the general trend towards standardisation, will be the proposition placed before the delegates for debate at the Bournemouth conference of the Alliance.

And who better to propound this proposition than Mr. Anacleto Mansi, the well-known London ice cream manufacturer whose name is so frequently to be found in the press when ice cream is in the news. The success of the Mansi ice cream parlours is a fine demonstration that there is still scope for the specialist who wishes to captivate his customers by the presentation of his products in such a manner as to use all aspects of its appeal to enhance their enjoyment of it.

SPECIALISED PRESENTATION ENCOURAGES SALES

Such presentation of the product to the customer is ever live and purposeful publicity for ice cream, and not only stimulates immediate consumption but no doubt leads to many a packaged ice cream being purchased for subsequent enjoyment in the home.

The ice cream trade generally, including those whose output is almost entirely sold pre-wrapped, can only benefit from the spotlight this individual and specialised presentation of the trade's products focuses on the attractiveness of ice cream as a food, and can but add a powerful stimulus to maintaining and encouraging the sale of all types of ice cream.

IN MY VIEW

● ICE CREAM IS A FOOD CAMPAIGN

I REPRODUCE here a sticker (the original measures 9 ins. by 4 ins.), two copies of which have been sent out to members of the Ice Cream Alliance.

In a covering letter, general secretary L. Frank reminds the members that the Midland Division suggested to the National Executive Council that efforts should be made to bring home to the authorities the trade's belief that ice cream was discriminated against from a tax point of view.

While appreciating that the Alliance has constantly waged a war against purchase tax ever since it was imposed upon the trade's products, the Division felt that now was an appropriate time to launch a further attack because it was important to get the position clarified before the introduction of value added tax.

It was decided, therefore, to launch an "Ice Cream is a Food" campaign to remind consumers that ice cream is singled out for taxation purposes (a fact which is sadly overlooked by the public) and that this is unfair on them as well as on manufacturers.

Members of the Alliance are being asked to display these notices at suitable points. Further copies are also obtainable—free

of charge—from the Alliance head office. Mr. Frank does point out, however, that if members who apply for further copies care to enclose a small donation to help cover the cost, then all contributions will be gratefully received. Any such donations will be fed back into the Publicity Fund which, Mr. Frank tells me, bore the cost of printing.

Personally, I feel this is an ideal way of bringing to the attention of the general public not only that ice cream is subject to purchase tax at the moment, but also to reinforce the idea that ice cream is a valuable part of their everyday diet. It certainly seems to me that this is a worthwhile way of using the money in the Publicity Fund which has been building up slowly and steadily over the years. It would be a pity, however, to see it run dry.

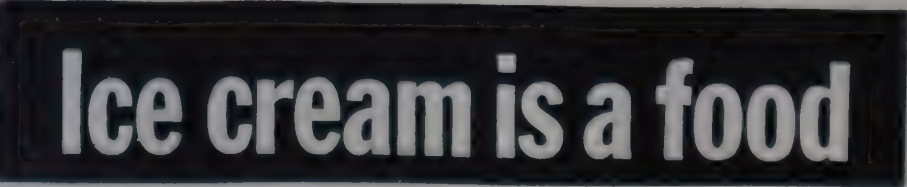
● OBITUARY

THE death of Mr. John Anderson at his home in Stirling on 25 March, after a short illness, is recorded with regret. He was 49 years of age.

Around 1937 he worked in his father's business, which started his long association with the ice cream trade. During the war period he served in the RAF and saw service in the Far East. On returning he started on his own account operating an ice cream van.

A member of the Falkirk and Stirling Branch of the Ice Cream Alliance, he served many years on the Branch Committee as social convenor.

Always a smiling face, his jovial nature earned him many friends wherever he went. Sympathy is extended to his wife, Mary, and family in their sad loss.



Ice cream is a food

but unlike foods generally it is subject to special taxation —
a discrimination unfair to consumer and trader alike

Issued by The Ice Cream Alliance Ltd

by Scoop

● SHIFTING THE TAXATION BLAME

ASKED in the House of Commons on 21 March for an assurance that food would not be made subject to VAT, the Rt. Hon. James Prior, M.P., Minister of Agriculture, Fisheries and Food, had this to say: "We have already made it abundantly clear that food, other than those items of food on which the Labour Party put purchase tax, will be relieved of VAT."

Just for the sake of the record, let us remind Mr. Prior that purchase tax on ice cream was introduced by Tory Chancellor Selwyn Lloyd in his 1962 Budget. At the time, spokesmen for the Labour Party protested indignantly at the attack on the "kiddies' pocket" as it was so dramatically described. But when their time came to form a Government and introduce their own Budget this indignation had completely evaporated, and subsequent Labour Chancellors not only endorsed the tax but actually increased it!

Could it be that the present masters of the Treasury are beginning to feel ashamed of the continuing injustice of this aspect of their taxation policy, and are trying to place the blame for it at somebody else's doorstep?

● FIFTY GLORIOUS YEARS

A WHOLE page in the Dundee Courier and Advertiser tells the story of Fred Iannetta & Sons, who are celebrating their 50th anniversary this year—and it is a success story indeed.

The firm was founded by Fred Iannetta, sen., who originally went to St. Andrews to work for his uncle at the age of 11. That was in 1910. He opened his own ice cream shop in Dundee in 1922.

Fred Iannetta, jun., who has been running the business with his brother Vincent since his father's death 10 years ago, recalls some of his early memories.

"My father was up at 4 a.m. to go down to the ice factory. My mother used to boil the ice cream on a cooker, put it in a four-gallon zinc barrel, surrounded by crushed ice and salt inside a wooden barrel, and my father mixed it by hand at the rate of eight gallons an hour."

As he expanded he operated a fleet of ice cream barrows, a dozen in all, with names such as Queen Anne, Queen Mary, the Prince of Wales. In 1925 he bought probably the first ice cream motor vehicle in Scotland—a "bull-nose" Morris.

Today, the firm runs a fleet of 16 salesvans and they have over a hundred wholesale customers.

During the summer months they make something like 2,000 gallons a week. And like his father before him, Fred Iannetta still makes all the ice cream himself.

● TESTING TIME

A PART from being good salesmen for Quinaqua complete cold mix ice cream powder, members of the staff of H. J. Halligan have to be well up on their knowledge of geography.

Looking at a list of just a few of the far-away places with strange-sounding names to which Quinaqua is exported gives the reason why. There's Ceuta in Spanish Morocco, Lome in Togoland, and Djibouti in the French Territory of the Afars and Issas, for example.

And just recently they sent a consignment by air to Kabul in Afghanistan. So highly do they regard Quinaqua in Kabul, says Mr. Halligan, that they pay more for the air freight than they do for the powder!

more SCOOP overleaf

SCOOP

—continued from previous page

● PRONTO'S TRIAL RUN

IT was quite a gathering of the Coletta Clan at their Tottenham factory on a Saturday morning just recently, and they very kindly invited me along to share a bottle or two of champagne with them.

The reason for the celebration was to toast the success of the trial run of a new line which has been installed to produce the latest Coletta novelty packaged ice cream, which is called Pronto.

Basically, the idea is simple enough: Pronto is an ice cream sandwich. Instead of the usual wafers, the sandwich has crisp, flavoured biscuits about the thickness of afternoon tea biscuits.

The idea was seen by Dick Coletta during his travels in Italy and the United States, where it is a good-selling line. But, say Coletta, no other firm are at present producing anything similar in this country—although they expect the idea to catch on.

The production line itself consists of a Record sandwich machine, which brings the biscuits into contact with a measured portion of ice cream, which is then tipped on to a conveyor line and through a Record flow-wrap unit. During the trials the line was handling about 75 pieces per minute.

This is a truly Italian line: the machines themselves are made in Milan, the biscuits are made by Biscotti Crich, of Venice, and the cold seal paper for the wrapping is supplied by Cartoplast, of Naples. The agent handling the whole project in this country was Mr. Roger Levy, of Ilapak Ltd., who was on hand to offer practical help and advice during the trial run.

As it was all Dick Coletta's idea in the first place, he unearthed his white coat for the occasion and bustled around giving orders in between sneaking tasters on the sly. In the meantime, son John—who was responsible for setting up the line

—was coping very well with the minor teething troubles which necessitated a slight realignment of the machine to avoid broken biscuits, and he evolved his own method of getting the consistency of the ice cream just right for the sandwiching process.

Dick's brother, Ernie, was organising the packing and despatch end of the line in his usual quiet and efficient way, and Dick's other son, Tony, who had handled the administrative chores of the operation, was looking on with a critical eye—no doubt calculating the cost of the exercise!

In fact there were three generations of the Coletta family present on the occasion, for up on the balcony with Dick's wife, Joan, were daughters-in-law Ann and Delia, and grandchildren Richard and Dane, and Lisa and Joanne.

Like their grandfather, the youngsters have certainly acquired a taste for ice cream—and if their reaction to the samples of Pronto they were packing away is anything to go by, then there's little doubt that Coletta have yet another successful product to add to their range.

● CALLING ALL FOOTBALLERS

A VISIT to the local golf course has long been regarded by those addicted to the game as being one of the high spots of the annual conference of the Ice Cream Alliance.

But this year, for the very first time, a different sport is being added to the programme—provided that enough interest and enthusiasm can be raised.

This time it's to be football. There will be two teams, and North (that is, Coventry and all points north) will play South, and the match is due to take place on the afternoon of 18 October.

More players are needed, so if you fancy yourself as another George Best, please send details (including age and soccer experience, if any) to one of the two captains, who are Romano Minchella, of 19 Sandgrove, Cleadon Village, Sunderland, and Mario Verrecchia, of 42 Bedhampton Hill, Havant, Hants.

And if you're longing to get on the pitch, but think you're no match for the youngsters, why not volunteer as referee or as a linesman?



Getting ready for the trial run of Pronto at the Coletta factory in Tottenham. In the background is Mr. Dick Coletta, with his two sons, Tony and John, on the right. With back to camera is Mr. Roger Levy, of Ilapak Ltd.



It is interesting to be able to reproduce the photograph above which has reached me from the Midlands Division, because it covers the whole life-span of the Alliance. For on the right is Mr. W. A. J. Osborne, who was the Association's founder president and now honorary life member. He is seen in conversation with honorary vice president Giovanni Moruzzi, for many years the Divisional chairman and representative on the National Executive Council. And in the centre is Stephen Moruzzi, who works with his father in their expanding business enterprise and who, last year in Scarborough, became probably the youngest member to join a judging panel for the national ice cream competitions. Stephen is a member of the Alliance in his own right and is an active member of the Midlands Divisional committee. The Alliance is, of course, celebrated for its close family ties. This is yet another example of this fine tradition.

● YOUNG ALLIANCE GROUP FORMED

A SUCCESSFUL inaugural meeting of the Northern Divisional Young Alliance is reported by Divisional secretary Mr. A. M. Maule. The meeting, which was held in Sunderland in January, appointed Mr. R. Minchella secretary, and Mr. R. Pearson-Ward treasurer.

The meeting welcomed president R. A. Jobes, Divisional chairman A. Seghini, and Mr. Tony Coletta who brought greetings from the Young Alliance in the London area. Mr. Coletta congratulated the group for its remarkable progress, instanced by the presence of no less than 37 potential members.

President Jobes associated himself with this congratulation, expressing his pleasure at having seen similar enthusiasm shown in many parts of the country during his visits to Divisions.

At a subsequent meeting, it was proposed that the age limits

for membership of the Young Alliance should be 14 to 30, and an annual subscription of £1.00 was adopted.

● THE YOUNG IDEA

With the news of the growing interest in the Young Alliance groups, I thought it might be a good idea to list some of the proposed terms of reference for the guidance of such Groups. These points are based on a paper prepared by A. M. Coletta, chairman of the East Anglia Young Alliance:

1. To establish an age limit as soon as possible. This will ensure that the first elected officers have ample time to establish themselves and gain experience before moving on to Branch and Divisional levels.

2. First and foremost, to promote the position of both the trade and the I.C.A. by discussion of ideas and proposals. Ice cream, and its manufacture, marketing, sales, advertising, public relations, etc., should at all times be the prime issues at group meetings.

3. Despite the criticism levelled at the East Anglia Young Alliance's emphasis on social activities, this aspect should not be underplayed. It is important that social as well as working relationships should be established from the start. This makes

More SCOOP overleaf.



Pictured here are some of the members of the Fife Branch ladies' committee, led by Miss Nina Valente (second from right) who organised and ran the successful Tombola stand at the recent mini conference held at St. Andrews. (See page 534.)

SCOOP

—continued from previous page

for a more relaxed atmosphere and lack of suspicion of motives and will result in more informative and beneficial discussion.

4. We must, by way of such things as public relations and promotions, improve the status of the ice cream trade. It is our opinion that the trade does not enjoy the prestige as do other multi-million-pound industries. Unimaginative and indifferent vending is just one field where much damage has been done to public relations. The deplorable lack of national publicity over the trade's many fine achievements must be improved. The Young Alliance groups can do much to improve this position locally, and a combined effort from all groups on a national basis must have some impact.

5. We must both in our intentions and major policies, be united. We would suggest that a band of independent, unrelated groups all over the country will be worse than useless, and might do more harm than good. It should not be our intention to function in opposition to the I.C.A., but rather to be complementary to it, even though we must record our opposition to any proposals with which we are in disagreement.

● A GIVE-AWAY!

WHEN Scarborough Corporation decided to give local schoolchildren a special reception in the Mayor's parlour for their help in raising money for a new swimming pool, they expected that no more than about a dozen would turn up.

Imagine Mayor Peter Jaconelli's surprise when no less than 150 youngsters appeared to receive their certificates of merit! In fact it took the mayor about two hours to sign all the certificates. He then had the pleasant duty of giving away gallons of his own ice cream in a variety of flavours to the happy children.

● BRANCH CHAIRMAN HONOURED

MANY congratulations to Mr. Michael Reilly, who is not only the chairman of the Fife Branch of the Alliance, but is also the President of the Italian Association of Scotland.

He has been honoured by being made a Cavaliere for "his service to the Italian community in Scotland by helping to create the right relationships with all the Italian fraternity".

A number of other Italian-Scottish members of the Alliance have similarly been made members of the Order over the years. Mr. Reilly's reads "Nell ordine. Al merito della Repubblica Italiana."

● HAPPY BIRTHDAY

I WOULD just like to mention briefly that this month sees the 80th anniversary of the Grand Old Man of the ice cream trade, Achille Pompa, who still manages to get his fingers to the typewriter from time to time to con-

tribute bits and pieces to this journal (see page 540).

Surely there can be no other person who can claim to have put down as much of the history of the ice cream trade as Achille, and the trade owes him a great debt of gratitude for his diligence and persistence.

Sincere thanks, Achille, and congratulations on your 80th anniversary.

● GOLFERS' HOLIDAY

KEEN golfers will, it seems, stop at nothing to pursue their game, but it would be difficult to match the enthusiasm of a party of Alliance members in Scotland who took off on a golfing holiday to Torremolinas in Spain.

Seven members went on this eight-day holiday, staying at the Hotel Al Andalus, and they all voted the visit a great success. They were Dandi Macari, Val Zaccardelli, Carlo Gallo, Max Caira, Bert Maciocia, Abie Wilson and Ian Opdahl.



Getting ready for their annual London to Brighton run with the Historic Commercial Vehicle Club this month are Brian Wilson and Peter Bailey, of Baddow Hall Crescent, Great Baddow, Essex. Their attractive Sylvester ice cream van is actually a converted 1929 Morris, which is still going strong. Katie Walker, who is Mrs. Chelmsford, went along to wish the drivers good luck, and was rewarded with an ice cream cone specially laid on for the occasion.

● OBITUARY

FROM Newcastle-on-Tyne I have heard news of the death of one of the best-known members of the ice cream trade in the North of England—Mr. Tony Quadrini.

He was born in November, 1909, in Middlesbrough, and married into another well-known family in 1931. The following year he and his bride moved to Newcastle.

In 1950 he opened what was acclaimed to be the finest ice cream factory in the North of England, often used as a show-place by the health authorities.



From the end of the war he had prospered supplying a large number of cinemas, and in 1955 he had a fleet of 30 salesvans. However, he later took smaller premises and went into semi-retirement in 1966.

He leaves a widow, two sons and two daughters, and the family still enjoys an association with the trade.

● GERMANS EAT MORE ICE CREAM

THE West German consumption of ice cream is on the increase. And at the same time manufacturers are finding that sales are extending through the winter to a greater extent now than ever before—partly, it is thought, because of an intensive advertising campaign that has boosted winter sales to the value of 120 million DM.

Even so, with a per capita consumption of 4.5 litres (70 per cent of which is made by industrial companies, the remainder by parlours and soft-serve

vendors), the West German consumption lags well behind the United States (30 litres) and many other Common Market countries.

● RESEARCH COMPETITION

A NEW competition with a grant of £2,000 for research into small firms has been announced by the Department of Trade and Industry. The competition, open to suitably qualified persons, will be for the best suggestion for a six-month research project into any aspect of the operation, management or exporting activities of small firms.

Parliamentary Under-Secretary of State for Industrial Development Anthony Grant said that he hoped the competition would encourage people to think about the problems of the small firms, which were so important in the economy. He hoped that employers would encourage participation by being prepared to release competitors if successful.

Closing date for receipt of entries of suggested research projects is 3 July. Competitors' proposals will be assessed by a panel of experts and it is hoped to announce the winning project in the competition by August.

The research would have to start by 30 November, and the Department is considering the question of publishing the results.

Entry forms can be obtained from the Small Firms Division, Department of Trade and Industry, Room 245, Abell House, London, S.W.1, or telephone 01-834 4422 ex. 361 or 14.

● DISTRIBUTION CENSUS

RETAIL traders have during recent weeks been receiving questionnaires asking for information about their trading activities which is required for purposes of the Census of Distribution for 1971. This Census is being taken under the authority of an Act of Parliament and it is therefore compulsory to complete and return the questionnaire.

Usually the questionnaires are based on the assumption that the retailer trades only from one retailing selling point, and where

this is not the case, but more than one shop or other retailing point—such as a kiosk or vehicle—is involved, the form should be returned so that it may be replaced with a different one appropriate to the business activities undertaken by the firm concerned.

It is also important to note that a different type of questionnaire will be issued where a business carries out both wholesaling and retailing activities, and the wholesaling activities account for the larger part of the business transactions.

Where the annual turnover of a business does not exceed £10,000 only a limited number of questions have to be answered, and these only require a general outline of the business transactions; but where the turnover exceeds this figure, which is almost certain to be the case where more than one retail outlet is involved, the full questionnaire has to be completed.

In either case it is advisable to place the matter in the hands of the firm's accountants who should be able to extract the information required from the firm's records.

● SLOGAN FOR THE SUMMER

LET the sun provide the tan—let the ice cream provide the refreshment. That is the slogan coined by the journal of the Austrian Sugar Confectioners who, in an interesting article, outline the advantages of ice cream produced by the small man as against the industrially-produced variety.

The article refers to the decision of the Bavarian government to abolish tax on ice cream as from January last, and comments that such action is long overdue in Austria. As an alternative it was suggested that the tax levied on ice cream should be collected in a special fund out of which loans could be made to the artisan ice cream manufacturer anxious to equip himself with modern machinery which allows for effective and hygienic production of "home-made" ice cream.

Value added tax and the ice cream industry

NOW that the Chancellor of the Exchequer has outlined in more detail his plan for the introduction of a value added taxation system in Britain, and it has become apparent that once again the representations of the ice cream industry asking for their products to be accorded the same taxation treatment as other foods has been rejected by the Government, ice cream manufacturers and retailers will of necessity have to address themselves to the consideration of the administration problems that are likely to be involved in accounting for value added tax to the authorities. This, however, is not to say that the struggle to obtain justice for the treatment of ice cream as far as taxation is concerned will be allowed to lapse. Indeed it will be continued with every determination.

VAT will be applied to a much wider range of products than those at present subjected to purchase tax, from which it differs fundamentally inasmuch as purchase tax is applied at only one stage of the production and distribution chain, i.e. when the product is transferred from the wholesaler to the retailer. VAT, on the other hand, has to be paid by each trader on the value which he adds to any goods during his particular stage of production or distribution, until the product eventually reaches a person who is outside the VAT scheme.

This will usually be the final consumer, but in some instances could be a trader granted exemption from VAT liability as, for

example, where a firm's annual turnover in VAT-liable goods is below a certain limit, which it is at present intended to establish at a figure of £5,000 a year; such an exemption limit may be of considerable interest to the ice cream trade.

OVER THE LIMIT

Shops selling ice cream in addition to other VAT-liable goods such as zero rated foods, will no doubt more often than not exceed this annual turnover limit, as will almost certainly catering establishments in which the cost of meals served on the premises to their customers will be subject to standard VAT rating. But it is to be anticipated that in many instances businesses based on the operation of only one ice cream salesvan will qualify for exemption, particularly where the ice cream is only sold from conventional bulk or in packaged lines.

An exempted retailer will not have to charge VAT on the retail margin which he adds to the products he sells. Nor will he therefore be saddled with the administrative burden necessary to record and account for any VAT. But there is one important disadvantage; not being himself a VAT-registered person the exempted retailer will not be able to recover any VAT charged to him when he purchases his supplies. At first sight it may well be thought that this is amply compensated for by the fact that he himself does not have to charge VAT on his retail margin.

TAX ON SERVICES

But when it is remembered that VAT will be charged to him by his suppliers not only on the product which he purchases for resale, but also on the expenditure for any equipment and services which he uses, it will soon be seen that overall he may be at a considerable financial disadvantage compared with the VAT-registered retailer, who is entitled to reclaim any VAT charged to him by suppliers.

The mobiling ice cream retailer, for example, will from time to time have to purchase a new vehicle, and the cost of servicing his existing equipment will also

involve considerable expenditure. On all these costs and service charges he will have to pay VAT to the supplier and he will not be able to recover any of this.

It is at least to be welcomed that the Government have decided to introduce one standard rate only in addition to zero rating. At present the standard rate is planned at 10 per cent, but the Chancellor has allowed himself scope to vary this from $7\frac{1}{2}$ to $12\frac{1}{2}$ per cent if this is found to be more appropriate in 1973, when VAT is finally introduced.

ACCOUNTING FOR LIABILITY

The manufacturing retailer should not find it unduly difficult to account for his tax liability. It will only arise at the point where he sells his product to the customer and it will be a straight percentage of his income from this source. Against this he will be able to offset any VAT charged to him by suppliers of VAT-liable goods and services. The manufacturing wholesaler will discharge his liability similarly, but at the stage where the goods pass from him to his retailing customer. This is the same situation in which the wholesaler finds himself at present under purchase tax, but VAT will not require the establishment of any notional wholesale value as is at present sometimes the case; rather will his tax liability simply be based on the net price at which he sells the goods to his retailing customer.

SEPARATE CASH REGISTERS

Problems, however, will be encountered where traders deal in goods, some of which are subject to standard VAT rating, others zero rated, and some perhaps even exempted. In such cases it would, idyllically, be desirable for income from sales in the various VAT categories to be recorded separately, but this may require the "departmentalisation" of shops, or at least the use of cash registers which allow for the separation of payments in this way.

This clearly will in most cases not be a practical possibility, and many small mixed-goods shops will have to find ways and means of assessing what proportion of their total income should be allocated to these three categories in order that their tax

liability may be correctly assessed. Caterers, too, will find things difficult as they may have to differentiate between the income from meals consumed by customers on their premises, and therefore liable to standard VAT, and products prepared for a take-away trade which would fall within the zero rated tax category.

A number of methods are at present being suggested which would allow for the extraction from the overall takings of the business the amount received from goods liable for payment of VAT at the standard rate. These methods are based on a study of the firm's transactions in the different categories of goods during a specific quarter, and thus establishing a "key" which can be used to sub-divide appropriately the total income received during the same period. Methods on how this can be achieved may vary from firm to firm, and more detailed discussion on this subject will follow in due course.

STARTING FROM SCRATCH

Ice cream manufacturers who have already been subjected to purchase tax since 1962 will, generally speaking, already be familiar with the type of information they have to collect in order to establish their tax liability. There will be some changes in the information required, but on the whole this is not likely to present too large a problem.

It will be more difficult for those traders who have not been involved in such tax assessments in the past, and who will therefore have to start from scratch in establishing and maintaining the set of records necessary. No doubt this is a matter on which advice will be available during the months to come from many sources, including the tax authorities themselves.

It may be expected that from now until the introduction of VAT in April 1973 thousands of words will be written in a large variety of books in which experts will endeavour to explain VAT and give advice on how best to effect its administration. One thing, however, is clear—the administration of this taxation system will have to be kept at a simplified level if the anticipated 1.5 million VAT-liable traders are to be brought successfully within the scheme.

Some confusion appears to exist about the aims, ambitions and work of the controversial Industrial Training Boards. This article, which has been submitted by the Food, Drink and Tobacco Training Board, may help to answer questions.

INDUSTRIAL TRAINING

THERE has been a lot of misunderstanding about the objectives and functions of the industrial training boards, which is almost certainly because far too many people feel they "don't really know what it's all about".

The aim of the Industrial Training Act (an all-Party measure passed in 1964), was, and still is, to improve the quantity and quality of training. But this does not mean that an industrial training board has the power to make companies do anything: its function is to influence and stimulate action, not to enforce it.

The Act does, however, allow each board to exert pressure upon its industry, principally in the form of making a levy on the company payroll and refunding grants for training recommended by the board.

Like its counterparts in other industries, the Food, Drink and Tobacco Training Board is composed of equal numbers of employers and trade unionists, together with educationalists acting in an advisory capacity.

DIFFERENT INDUSTRIES

As its name suggests, the Board covers a multitude of industries and different needs, including processing, wholesaling and retailing. Therefore, it is difficult to adopt quite the same approach with every sector, and the Board cannot say that a particular type of training is suitable for the whole range of industries. What is important is the need to convince people of the value of training and to get their approach straight. If that is right, everything else will follow. It also feels it is better to get people to recognise their own

needs than to say "this is what you should do".

Companies must accept that the proper training and development of all employees—from managing director to tea-boy—is just as essential and fundamental as the decision on whether to buy a new computer or a new processing machine. Neither of these would be a very useful investment without trained people to man them.

A JOINT EXERCISE

The Board recommends that the company's training scheme should be written and published for all its employees to see, so that everyone knows what to expect. It is vital, too, that the spelling-out of this policy is a joint exercise between trade unions and managers. If the trade unions have not seen such a policy, they should be asking for it, and if they think its provisions wrong or inadequate, they should be questioning them, or, ideally, helping to develop them.

If training is to be seen as an essential and not a luxury to be dropped in difficult times, the company requires to make a top manager responsible for its operation. He should be someone at boardroom level who is involved in policy-making, and committed to the idea of training. This "push from the top" is critical.

Each company should review its situation and plans. It must ask itself a number of questions. "Do we intend to try to expand our market for some product? What are the production implications? What are the for-

ward recruitment and/or training requirements?"

This process gives a complete picture of the company's training needs, which can then be put down on paper and programmed to give an even flow and ensure that nothing is forgotten.

Part of the basis for this exercise must be an outline of each job involved, and because people ought to know where they stand, it is important to talk over with the employees concerned the job outline and the resulting training scheme.

Having assessed the situation and produced an appropriate blueprint, everyone responsible for its implementation should be identified — training officers, supervisors and managers giving instruction. These must be people who have the right sort of ability and skill to undertake the job.

KEEPING RECORDS

The last part of the required systematic process is that of recording and measurement. Employers are asked to keep records of all training that has taken place; its cost and its value, and whether the original objectives have been achieved. Both employer and trainee should contribute to this questioning process.

The success of the Board's policy to date has been measured through education, uptake of grant and other feed-back. For instance, over 90 per cent of people are now covered by a more systematic approach—although in some cases this may be inadequate—and, as many more qualified training staff are employed there will be an improvement in the quality of training.

MAKING MANAGERS AWARE

There are a number of ways in which industry can participate in this important line of advance, one such being in the field of industrial relations.

Among a number of guides and recommendations already published, the Board has produced a guide which aims at making managers aware of the possibilities of industrial relations training. It wants to encourage them to devote just a little more of the time and energy they spend on issues such as

marketing, to their industrial relations responsibilities and to recognise the contribution that training can make.

Industrial relations cannot be regarded as a job solely for the specialist. It has very much wider implications, so it is important that everyone should appreciate this and have the appropriate knowledge and skill to deal with his or her own role.

BASED ON REAL NEEDS

The guide hopes to make people conscious of this much larger subject area, and, as an immediate follow-up, seminars were organised by the Board to convince companies of the importance of "taking action before crisis".

One of the things the Board has always said is that if its policies are to be right, they must be based on real needs. It therefore has an extensive programme of discussion and communication, with both employers' and employees' representatives.

The Board is constantly asking industry to let it know how it can give the maximum help. Are its policies right? In what areas could it best provide advice? It is already working on detailed training plans for operatives in the meat industry, and further education in bakery. It would therefore like its industries to help define what else it should be concentrating on.

BOARD PUBLICATIONS

Training of Retail Shop Managers	60p per copy
Assessing Your Company's Training Needs	65p per copy
Industrial Relations Training— A Systematic Approach	35p per copy
Creating a Training Programme for Technicians	65p per copy
Training Engineering Craftsmen	65p per copy
How to use Job Analysis for Profitable Training	65p per copy
How to prepare Training Plans and Programmes	70p per copy

These publications are obtainable from:
Food, Drink and Tobacco Industry Training
Board, Leon House, High Street, Croydon
CR9 3NT.

Mini conference — big success

by PETER HEWITT

ON the face of it, the idea of staging a mini ice cream conference in the middle of April in St. Andrews—which is, in all truth, more famous for its golf rather than for its ice cream connections—is perhaps inviting disaster. But anyone who seriously had such thoughts reckoned without the enthusiasm and organising ability of the Fife Branch of the Alliance, which has demonstrated yet again that in terms of sheer activity it is second to no other Branch in the whole of the Association.

I was fortunate enough to be invited up to St. Andrews for the occasion, and I arrived just in time to hear Town Provost David Niven formally open the exhibition. Then, accompanied by national president R. A. Jobes, South East Scotland Divisional chairman L. Boni, Branch chairman Cav. M. Reilly, and other officials, the Provost toured the exhibition stands.

Nineteen different companies had taken stand space, and between them they put on a most attractive and varied show which managed to sustain the interest of visitors during the two days of the conference. And the exhibitors to whom I spoke were equally enthusiastic about the response they had received and the business they had done. For some of them this was their first experience of an ice cream trade show and they were most favourably impressed by the enthusiasm and knowledge of the traders.

The conference headquarters was located at the St. Andrews Hotel, which is owned by our distinguished member Mr. Fred Arcari (who, I am glad to say, was looking more like his old self again following his illness). The car park at the rear of the hotel was used for the display of salesvans, a couple of which had come from far-away Southampton.

The organisers had thoughtfully laid on a mini-bus service to carry delegates from the exhibition hall to the hotel, although a spell of sunshine made the walk through the town a pleasure. Anyway, it sharpened the appetite for the official opening lunch, after which the ladies went on a coach trip to Falkland Palace, about which they brought back glowing reports. The day ended with an enjoyable and informal dance at which Miss Nina Valente and the other persuasive members of the ladies' committee were kept busy enough at their tombola stall.

The following day was packed indeed. First, there was an open forum discussion at which a panel comprising Mr. W. Currie (chairman), Mr. R. A. Jobes, Mr. Ilario Guerri and Mr. Ross Vettraino, who is a sanitary inspector and who comes from an ice cream trading family, answered questions put to them from the audience. And very good questions they were, too, and the occasion developed into as lively a debate as I have heard on matters affecting the trade. It was a pity that the rival attraction of the exhibition meant that the debate was not better attended, but even so there was no shortage of interesting and pertinent questions from the floor which kept the session going until lunch-time.

During the afternoon some of the ladies went on a visit to a nearby wool mill, and at the same time a party of golfers went to



Provost David Niven, of St. Andrews, samples an ice cream cone during his tour of the exhibition stands. In the background are Divisional Chairman L. Boni, Branch Chairman M. Reilly, and President Jobes.



This group, pictured during the banquet, includes President and Mrs. R. A. Jobes, Mr. and Mrs. Boni, Mr. and Mrs. Reilly, Miss Nina Valente, Mr. E. Kirsopp, Mr. Arcari, Mr. and Mrs. Currie, Mr. and Mrs. Guerri, and Provost and Mrs. David Niven.

explore the mysteries of the Eden course, where both the Branch cup and the Divisional shield were carried off by Mr. Alfred Jannetta, who had the fortunate advantage of actually being a St. Andrews man.

The exhibition closed at 5 p.m., after which it was time for everybody to think about getting into their finery for the grand banquet and dance which was to round off the two-day event. This was held in the ballroom of the St. Andrews hotel, where the guests of honour were President and Mrs. Jobes, Provost and Mrs. David Niven, Town Publicity Officer and Mrs. Hogg, Past President and Mrs. I. Guerri, North of Scotland Divisional chairman, Cav. J. Costella and Mrs. Costella, Divisional chairman and Mrs. L. Boni, and N.E.C. delegate and Mrs. Bill Currie.

Cav. Michael Reilly welcomed the guests and said how delighted he was that the first Branch conference ever held in the Alliance had been such a success, and he praised the work of his vice-chairman and social convener, Mr. F. Curati, the other members of the committee, and the ladies' section, all of whom had contributed so much to make the event a success.

In proposing the toast to the Ice Cream Alliance, Provost Niven said that it must be a great comfort to the members to know that they had the strength of the Association behind them, and that it must give them a great feeling of security.

The national president, in his reply, said that it was obvious that the Provost knew quite a lot about the ice cream trade to have made such observations about the activities of the Alliance. He pointed out, too, that the work of the members of the Alliance did not go unnoticed, and said that several of those present had been recognised by the Italian government. He mentioned Mr. Ilario Guerri, Mr. J. Costella, and Mr. M. Reilly, who only this year had been made a Cavaliere, and also Mr. Dorri Macari, who was not able to be present. Mr. Jobes said that this was his fourth visit to Scotland since taking office, and he felt that he now qualified to wear a kilt. He thanked everybody for making his

— continued overleaf



All set for an afternoon's outing by coach to Falkland Palace are some of the wives and children of the delegates to the mini conference.

continued from previous page

visit to St. Andrews so enjoyable, and he particularly mentioned Mr. E. Kirsopp, the Branch secretary.

Mr. L. Boni proposed the toast to the guests, which was replied to by Cav. J. Costella. And then, after the speeches—on with the dancing, which kept everybody literally on their toes until 2 a.m. And so ended a most enjoyable and worth-while two days, every minute of which seemed to be packed with something different. Two days which demonstrated—in the words of President Jobes—that the family spirit of the Alliance is far from lost.

On a personal note I should like to thank everybody who went out of their way to make my stay such a pleasant one. In particular I should like to say thank-you to Mr. Kirsopp for all the help he has given me, to Mr. Bill Currie and his wife, Mr. Larry Guerri, Mr. L. Boni, and Mr. Michael Reilly



Fife Branch Chairman, M. Reilly (centre) looks on as President Jobes presents the Branch cup and the Divisional shield to Mr. A. Jannetta, of St. Andrews, winner of the golf tournament.

and members of his family, all of whom made this visitor from over the Border feel very welcome indeed.

EXHIBITORS AT FIFE BRANCH MINI CONFERENCE

L. E. Pritchitt & Co. Ltd.,
Uxbridge Road,
Middlesex.

Brodie, Hamilton, Melrose
& Co. Ltd.,
130 Constitution Street,
Edinburgh.

Amana Microwave,
65 North Castle Street,
Edinburgh.

Sweda Cash Register Ltd.,
Industrial Estate,
Broxburn,
W. Lothian.

Silver Links Automatic Ltd.,
6 Glebe Park,
Kirkcaldy,
Fife.

National Cash Register Ltd.,
Roseburn Terrace,
Edinburgh.

T. Dalgliesh & Co. Ltd.,
21 Albert Street,
Edinburgh.

Edoni Refrigeration,
128 Strathmore Road,
Glasgow, N.2.

Yeaman & Mackintosh Ltd.,
Wallace Street,
Bannockburn,
Stirlingshire.

R. A. Jobes,
New Seaham Ice Cream Dairy,
Seaham,
Co. Durham.

Boni Faccenda Ltd.,
Biscuit Factory,
Gorgie Road,
Edinburgh.

Coldstream Engineering Co.,
12 Fellbrigg Road,
East Dulwich,
London, S.E.22.

H. J. Halligan Ltd.,
Green Walk,
Tower Bridge Road,
London, S.E.1.

Forrester Wood & Co. Ltd.,
Edinburgh.

Treat Products Ltd.,
Manson Lane,
Crossgates,
Leeds 15.

Calorval Ltd.,
109-111 Haugh Road,
Glasgow C.3.

J. Pullar (Perth),
21 Barossa Place,
Perth.

J. F. Kidd & Son Ltd.,
33-37 Jeffrey Street,
Edinburgh 1.

Salada Foods (U.K.) Ltd.,
Hogg Street,
Airdrie,
Lanarkshire.

Van display

Reekie Motors (F.S.) Ltd.,
South Road,
Cupar,
Fife.

Archibald Scott Ltd.,
18 North Road,
Bellshill,
Lanarkshire.

S. C. Cummins Ltd.,
Martin Street,
Earle Street,
Crewe.

Morrison Industries Ltd.,
Botley Road,
Southampton.

Watch those chimes!

IT would perhaps have been unreasonable to expect that the 1972 season should go by without any complaints about the use of chimes being encountered, and indeed the trade had to face the first bout of adverse TV and Press publicity in this connection when in early April complaints raised in some areas of the Midlands Division were taken up by local councillors, who spoke in terms of obtaining trade union support for an approach to the Ministry of Environment.

It is true to say that on this occasion in subsequent discussions with the local representatives of the Ice Cream Alliance, the persons who had raised this originally accepted that some means of making their presence known to customers was an essential part of the business activities of the mobile ice cream retailer, they also acknowledged the code of practice recommended by the trade Association in connection with the use of chimes as a positive attempt to give guidance to the individual trader on how to avoid annoyance being caused to persons not wishing to make use of the services which he offered.

There can be no doubt that the mobile ice cream retailer makes a positive and useful contribution to the general pattern of community life, and enables many thousands of families to avail themselves of ice cream at convenient times. Those who sometimes resent their attention being drawn to a service which they do not require should in all reasonableness reflect that there are many

others who welcome the service, and do not wish to miss the delivery vehicle whose regular arrival they have come to expect.

For the mobile retailer a tricky problem is thus posed; how to bring his presence to the notice of his customers and yet not unreasonably interfere with the privacy of those who do not wish to purchase his products. Perhaps it is too much to hope that a completely satisfactory solution to this problem can be found, but observance of the Association's chimes code can help, and at least establish that the trader does not operate on the basis of "couldn't care less" but is prepared to try and fit his trading activities into the life of the community smoothly, and with as little disturbance as is possible.

The responsible ice cream mobiler will, therefore, keep within the limitations of the Code of Practice suggested by his Association, and to remind himself of this will always carry the code prominently displayed in his driver's cabin. It is in any case good public relations to do this, and to be able to point to the Code should he be challenged at any time by a customer on this issue.

Footnote:

Both the Codes for the use of chimes and observance of road safety have recently been brought up-to-date and are now available on self-adhesive panels at a cost of 5p per copy, post free, from the Ice Cream Alliance, 90 Gray's Inn Road, London WC1X 8AH.

BOURNEMOUTH 1972

HAVE YOU MADE YOUR CONFERENCE BOOKING?

Apply to: General Secretary, 90-94 GRAY'S INN ROAD, WC1X 8AH

There's nothing like COLOUR to sell ice cream

by

Dr W. SCHWEISHEIMER

THERE is no doubt that colours play an important part in stimulating the appetite of children as well as of adults. Ice cream manufacturers, confectioners and bakers are well aware of this fact. That is the reason why they favour loud colours for their tasty products. A red sherbet or a red icing of melted fondant may taste the same as a grey or white one—and the nutritive value is also the same. However, the red colour or a dark brown chocolate colour is delightful and alluring to the eye. Not all people prefer red ice cream and sherbets. Tastes are different in this respect as they are in all questions connected with food, and quite a few people may prefer an orange or even a green lustre.

The colour of ice cream and confectionery products is noticed sharply by children. There is a definite preference for certain colours according to the individual child's age. Psychological research work has shown that the favorite colour in early childhood usually is red. Red is the first colour to be recognized by the little tot of three or four. And red colour not only in food, but also in toys and pencils, means special attraction to children.

In later years of life, when the brain has been stimulated by a larger number of various impressions, more soothing colours may be preferred. Then the favourite colours of many people are blue and green. Less popular are brown and black, except when dark brown colours give the children a sweet hint that chocolate is the basic ingredient of ice cream or sherbet or a cake.

It is a physiological experience that the appetite is stimulated by bright colours while it is diminished or completely inhibited by ugly colours. The function of hunger is to ensure the intake of food at the proper time. The appetite, however, has the equally important function of ensuring the pleasant kind of food. Food which is known to provide pleasant sensations stimulates the appetite, while food which has once proven distasteful, inhibits the appetite.

The eye is highly important for the evaluation of ice cream or sherbet, confectionery or cake. We like the brilliant orange colour of an ice cream cone or a shining red icing.

or the dark brown of a chocolate-covered cake, because unconsciously we draw the conclusion from the proper colour that what we eat will be all right.

But let there be the wrong colour—and immediately we are afraid something might be wrong. Instinctively we turn away from such ill-coloured, bad looking piece of food. In many cases this protective influence of the eye is best for our health.

Mr. Hibben, a Chicago illumination engineer, had his own ideas about food and colour. He made a highly-interesting experiment to demonstrate that the particular kind of light and colour used in a room and at the table greatly influence the appetite of the guests. So he invited some selected guests to a first-class dinner in an excellent hotel where excellent food was served.

It was a strange party and had strange results.

A STUNNING EFFECT

The Chicago engineer had the dining room illuminated by specially designed filter lamps which had the ability to cut out the ordinary colours of the spectrum with exception of green and red. The effect indeed was stunning. At once the celery on the table turned a gaudy pink, the steaks looked whitish-grey instead of dark red, the tall glasses of milk had blood red colour, the salads were a sickly blue. All the nicely-coloured ice creams, sherbets, cakes and pastries showed a disgustingly grey colour.

The guests at the table felt highly uncomfortable. They were disgusted when they looked at the good-smelling, but bad looking plates and at the suspicious-looking beverages, ice cold as they were. They lost the appetite with which they came to the dinner, and did not care to touch the fine food nor to try the drinks. The experiment—though not the party—was a complete success.

If an ice cream cone, or an ice cream sundae or a cake, shows an alluring colour, it may stimulate the observer's appetite. That means that his digestive glands in mouth, stomach and intestines have started producing secretion at an increased rate. This surplus of secretion is important for the effects of the food on the body. Such diges-

tive juices are secreted by the salivary glands in the mouth, by the stomach glands, by the glands located in the walls of the intestines, and by the glandular activities of liver and pancreas.

The glands of mouth, stomach, etc. are secreting when and while a person is eating. But they have started secreting earlier: when he has merely seen and noticed the appetising dish of ice cream. That is why food-stuffs which look nice and colourful stimulate the appetite.

SALES DOUBLED

Warmer colours are known to be more effective than cool blue or green in a restaurant to sharpen the appetite of the guests. A New York cafeteria recently reported that it had doubled its sales of salads by serving them on green plates instead of white plates—creating the illusion of bigger and greener salads.

Ice cream vendors are right, therefore, when they believe that their merchandise is more desirable and more attractive to their customers if it *looks* good and alluring. There have always been people—and there will always be—who do not care particularly how the food looks which they are going to eat. Appearance does not mean anything to them. They feel hungry and all they want is to satisfy that unpleasant feeling in their stomach, no matter what the colour or the appearance of the food is.

AGREEABLE PRESENTATION

The more civilised a person is, however, the more he appreciates an agreeable presentation of food on his table. The red and orange and green colours which are used so extensively in making ice cream and sherbets, give pleasure and satisfaction to the eye and increase the appetite.

The colours of ice cream, therefore, are of the same importance to proper digestion as are the adding of salt and pepper and other spices to food—to enhance the appetite. And the ice cream producer who knows how to use these colours properly is an artist—just as is the chef who knows how to use spices in his cuisine in the proper stimulating way.

**THE HISTORY
OF THE
ICE CREAM TRADE**

Scotland's fight for Sunday opening

by

ACHILLE POMPA

THE freedom, relatively-speaking, from restrictions on shop hours now enjoyed by ice cream traders in Scotland, is due to the now-forgotten and never sufficiently thanked fights their fathers put up—against seemingly-impossible odds.

Did you know, for example, that round about 1911, the Glasgow Temperance Refreshment Traders' Association (note the avoidance of the term "ice cream") collected £600 for a fund to smash down, once and for all, the fanatical attempts by the clergy and others to stop the sale of such things as ice cream completely on the Sabbath, and that they actually promoted a Bill in Parliament to that effect?

And did you know that the Association—like so many other people at the time—were misguided enough to hand over the money to Horatio Bottomley, who was not only a Member of Parliament and editor of the notorious "scandal-smashing" magazine *John Bull*, but who was also the biggest swindler and con-man of the age?

Pocketing the money, without so much as a thank-you, he promised to talk the Bill out when it came up for discussion: but when it did come up, Bottomley was not even present in the House! (Finally, after years and years of public fraud, Bottomley went to jail for seven years.)

What annoyed the traders in and around Glasgow—and there were 2,000 ice cream shops within a radius of 12 miles of the centre—was that the then Italian Consul kept promising to help, but nothing ever came of it. The chief enemy of the ice cream traders was the owner of the largest store on Sauchiehall Street which, of course, was closed on Sundays. One evening, the Consul was seen enjoying a meal with the rich and beautiful daughter of the store owner, and she was reputed to have a dowry worth half a million pounds!

Led by such people as Cavaliere Gennaro D'Ambrosio, of Picinisco, and Umberto Betti, from Bardi (later to become President of the Association), a public meeting was called to protest against the Consul, and no less than 600 traders turned up. The scandal could not be hushed up any more: the Italian Ambassador in London and the Italian

Foreign Minister in Rome were informed, and the Consul suddenly went down with an illness which only the blue skies and hot sunshine of Italy could cure...

In Glasgow, a court of enquiry, involving the City Council and the traders, looked into the question of Sunday trading. The chief accuser was the store owner already referred to: but he came a cropper. An aggressive advocate almost shouted at him when he sneered at "Sunday workers, Catholic Sabbath-breakers, immoral women", and elicited the fact that the man in the witness box was himself the largest employer of shop labour in the city, nearly all of them girls who were the lowest-paid in Glasgow, and who were forced to take to the streets to earn a living wage. Not only that, but he was obviously contemptuous of these wretched slaves.

IN COMPARATIVE PEACE

The result was that the ice cream shops were left in comparative peace, although they had to stop selling refreshments at 8 p.m. on Sundays instead of at 11 p.m. as during the rest of the week. And it took the Glasgow Exhibition, and such determined fighters as Frank Persichini, of Waterloo Place, who paid the £2 fine week after week for two years, bowing to the magistrate and saying "see you again next week", to stir things up to such an extent as to get the extra three hours' trading on Sunday evenings...

At the head of the Edinburgh Association was Giovanni ("Uncle John") D'Agostino, who had the city's largest ice cream shop in Leith Street: later he had the elegant Prince's restaurant next door.

The £600 wasted by the Glasgow Association infuriated him so much that he decided on a cheaper course of action, and he sent a letter to each of the 40 or so City Councillors, offering to call on them at City Hall. He pointed out that to be a Catholic was an accident of birth, of geography. But, he said, the shops employed people, and there was no harm in that. Also, ice cream traders spent vast sums of money on ingredients, shopfittings, tables and chairs, catering equip-

ment. What harm was there in such a business?

The "enemy's" reply was to call a public meeting asking the City Council to close ice cream shops completely on the Sabbath. The hall—Edinburgh's largest—was packed, mostly by clergymen. The Italian traders had promised their President that they would not speak, whatever happened. But one statement made D'Agostino see red, and he rose to protest. "Sit down" shouted dozens of clergymen, and one in particular, waving an umbrella almost as large as himself, parked himself immediately in front of "Uncle John" and threatened him. Whereupon, powerfully-built Mr. Franchi, of Leith Walk, put one finger on the clerical shoulder to restrain him. But the little cleric fell over and cracked his head—and so the whole meeting broke up in confusion, much to the delight of the Edinburgh journalists, who were very much on the traders' side.

All this time an intensive campaign was being waged by the clergy against the Italian ice cream shops: open on the Sabbath, electric pianos playing all day, the high partitions separating each set of table and two chairs, and with closing doors—"boxes" they were called. Some preachers said that no respectable mother should think of allowing their daughters to enter these dens of iniquity run by Papists who enriched themselves by breaking the law. Their women, wives and daughters, were, they said, notoriously immoral, and the shops stole the pennies the children had been given for the collection plate at Sunday School!

This was too much for "Uncle John". He wrote personally to all the chief constables in the U.K., asking for details of all prosecutions against Italian women during the last ten years. The replies showed that not one Italian woman had ever been brought before the courts, and many of the replies praised them highly.

Needless to say, "Uncle John" passed this information on to the Edinburgh newspapers and to all members of the Association. Eventually, of course, the battle calmed down and was virtually forgotten. But some bitter memories were left, and there are still some who will not discuss the topic.

COUNCIL REPORT

- LOCAL LEGISLATION
- VALUE ADDED TAX
- MILK POWDER PRICES
- PACKAGING AND LITTER
- CONFERENCE PLANS
- CONDITIONS OF SALE CLAUSE
- INDUSTRIAL RELATIONS

The April meeting of the
NATIONAL EXECUTIVE COUNCIL
was held in London on
21 April 1972, with
President R. A. Jobes in the chair

The Council learned with regret that Miss Giulia Collins had found it necessary to resign her appointment with the Alliance, as she is joining her father in his business. They recorded their sincere appreciation of her loyal service to the Association.

LOCAL LEGISLATION

The Council received an up-to-date report on the continuing negotiations with the Promoters of various local government Bills in connection with which the Association had raised objections. In particular the decision of the Promoters of the Greater London Bill to withdraw the provision under which they would have been empowered to appoint local part-time traffic wardens to operate under their own control was welcomed, and it was understood that discussions were continuing with a view to amendments to other provisions of the Bill to safeguard the interests of the trade.

In the case of the Coventry Corporation Bill it had been possible to agree suitable amendments to the Clause controlling the use of goods service areas, but the Promoters had remained adamant that premises registered under Section 16 of the Food and Drugs Act for the sale of ice cream could not be granted exemption from the provisions of the clause of the Bill designed to enable the Chief Public Health Inspector or Medical Officer of Health to obtain within 24 hours a Closing Order for a shop found to be in an insanitary condition. It appeared that the trade would have no option but to pursue its Petition against this legislation to the Committee stage in the House of Lords, with a view to safeguarding the premises registered for the sale of ice cream.

VALUE ADDED TAX

The Council took note of the Chancellor's recent decision to make ice cream liable to VAT at the standard rate when the change-over to this taxation system is introduced in 1973. Various aspects of the administrative problems likely to be encountered when VAT comes into effect were briefly discussed by the Council, and in particular attention was drawn to repercussions on the trade which might follow the establishment of the exemption limit for small shops handling VAT-liable goods. It was felt that the aspects of such exemptions needed careful study and that the views of members at Branch and Divisional level should be sought in this connection.

Disappointment was expressed at the failure of the Chancellor to concede zero

rating to ice cream, and the General Secretary was asked to liaise with the Ice Cream Federation with a view to making further joint representations in this connection to the Chancellor. It was suggested by some members that the application of VAT at the standard rate to meals served in catering establishments appeared to be a further move in the direction of eventually making all foods liable to taxation.

MILK POWDER PRICES

The Council noted the reply from the Minister of Agriculture, Fisheries and Food to the trade's recent representations on the question of increasing milk powder prices. The Minister rejected the trade's assertion that milk powder producers were "recklessly exploiting" the present world shortage position, but only reiterated the explanations already given by his Ministry in reply to earlier approaches. In particular the Council regretted that the Minister had not seen fit to comment on the point that by standards legislation the trade was under an obligation to use milk powder in its products and therefore entitled to claim some measure of protection against such price policies.

It was also reported that the Minister had decided to increase the minimum import levy price of skimmed milk powder from £157 per ton to £200 per ton, but to retain the import levy price for whey powder at £157 per ton as originally established in 1971. Although it was realised that the new minimum import levy price for skimmed milk powder was still considerably below the prices presently being charged for this product in both the world and home market, the Council could see little justification in advancing the import levy price to this extent, as it had been originally understood that the main purpose of such import levies was to safeguard the economic position of home producers, and clearly this increase was more a question of adjusting to world market prices inflated because of shortages, rather than by considerations of the need to ensure home producers of a proper economic return.

CONFERENCE ON PACKAGING AND LITTER

The Council received with interest a report from the Association's representatives who

had attended the conference on Packaging and Litter called by the Ministry of Environment. The problem had been discussed in considerable detail and information provided on the anti-litter campaign to be organised by the Keep Britain Tidy Group during 1972. For purposes of this campaign the Government had agreed to make a sum of £130,000 available provided a similar sum was allocated by industry generally for this purpose. Further funds to continue the campaign in subsequent years were also promised.

In a submission to the conference a number of trade associations had combined to outline the importance of packaging in the presentation and distribution of foods, and the Alliance had associated itself with these representations, making it clear, however, that the sale of ice cream unwrapped and from bulk by no means indicated any lowering of standards.

No criticism of the ice cream trade had been expressed during the course of the conference by any of the speakers.

Publicity material, including film strips which were to be used in the anti-litter campaign, had been shown to the delegates at the conference and had found general approval. The National Executive Council reiterated their intention to give every possible support to this campaign and to recommend members to use suitable display material made available to them.

CONFERENCE, BOURNEMOUTH 1972

The Council learnt with appreciation that Mr. Anacleto Mansi had accepted an invitation to prepare a Paper for submission to the conference on the theme selected for 1972, "The choice between individual and standardised presentation of ice cream to the consumer".

From the London & Home Counties representatives and the General Secretary satisfactory progress with the conference arrangements was reported. For the Divisional night the ballroom at the Pavilion has been booked and the Young Alliance are to organise a discotheque at the same venue. The Council authorised the Division to arrange a giant raffle during the evening; it

continued overleaf

was intended to make prizes to a total value of approximately £250 available and to donate any proceeds to the Association's Special Action Fund.

In addition to the golf competitions for which the Queen's Park golf course has been booked, it was also planned to arrange for a football match—North versus South—on the Wednesday afternoon, and negotiations were in progress to organise a ladies' fashion show during one of the afternoons. It was noted with satisfaction that already all stands available in the trade exhibition had been booked; one being placed at the disposal of the Young Alliance to give publicity to their aims and objects.

CONDITIONS OF SALE CLAUSE WITHDRAWN

The Council were advised that following correspondence with the Associations representing the interests of packaging suppliers it had been ascertained that the clause in the standard conditions of sale about which members of the Alliance had complained, had since been withdrawn. The objections had been on the grounds that the clause appeared to relieve the seller from any responsibility at all to supply goods within the specification of the order, and its withdrawal was welcomed by the Council, who noted that the amended contract terms adopted by the manufacturers had been registered with the Registrar of Restrictive Trading Practices, who had raised no objections.

INDUSTRIAL RELATIONS

The Council noted that the Commission on Industrial Relations had been asked to examine and report on the system and practice of industrial relations in retail distribution covered by Wages Councils. It was not envisaged that any matters likely to concern the immediate interests of members would be involved and no representations appeared to be required at this stage. The Association's representative on the Retail News-agents', Tobacconists' and Confectioners' Wages Council was however requested to report on any developments of significance to the trade.

NEW PATENTS

PUBLISHED SPECIFICATIONS, ETC.

Biscuits for use with ice cream. Wafers or cones that are moulded in a 2-part mould will have these parts several times momentarily separated during the baking to allow the steam formed whilst baking to escape, the dough containing 22% fatty matter and 1.8 to 5.5%wt. buckwheat flour; a gas jet is used to cool down the cone wafer before its removal from the mould.

England No. 1,245,476 J. Rahn, Uccle (Belgium) (Filed 12-9-67; issued 8-9-71).

Tubular ice cream container. The plastic piston co-operating with the barrel-type container has a flat, flexible obturating wall and a peripheral skirt, i.e. a flange with a flared lower edge, acting as a fluid-tight guide when axially pushing the piston by means of an inserted rod extension to advance the ice cream for ready consumption.

America No. 3,595,449 Clevepak Corp. Cleveland, Ohio (USA) (Filed 10-10-69; issued 27-7-71).

Lollie stick. Ice lollie plastic stick having the end which is covered by the ice formed as a row of separable "tokens".

Germany (Utility Model) No. 7,041,029 A. Albrecht, Heinebach (Germany) (Filed 5-11-70; issued 2-9-71).

Ice cream cone. The cardboard cone's top and bottom parts have interfitting corrugations for joining them together, the shell of only the top part with a tear strip eventually, on consumption of the contents, to remove the top.

Germany (Utility Model) No. 7,117,848 Unilever NV Rotterdam (Holland) (Filed 7-5-70; issued 19-8-71).

Ice Cake Container. The sheet-plastic or carton blank is so designed that on erecting it the tray-like, eventually plastic-lined, package's bottom comprises inward projecting indentations or depressions to facilitate the dividing of the ice cream cake into smaller servings after the container content has been turned upside down on a cake serving plate.

America No. 3,601,305 AB Akerlund & Rausing, Lund (Sweden) (Filed 25-11-68 Sweden; issued 24-8-71).

Peanut products. A roasted peanut dough preparation is described for use e.g. as ice cream batter.
Canada No. 866,150 R. J. Reynolds Tobacco Co., Winston-Salem (USA) (Filed 3-5-66; issued 16-3-71).

We tried
other kinds of
containers....
but we've now
gone back
to tinplate



.....because

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in rough handling will only dent,
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Do not crack
or split.

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waste no space in cold storage.

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arrive ready for the production line.
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lids slip on easily.

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Exhibition Road, Patna-1,
Bihar State, India.

Mr. K. S. Pawagi,
Kaypees Ice Cream,
Rajendra Path,
Patna-1,
Bihar, India.

John Williams,
William Ice Cream Dairies Ltd.,
Bridwell Lane North,
Weston Mill Estate,
Plymouth.

Manufacturers and Retailers

Gordon Hawke Robinson,
Mann's Dairy,
19 Redinnick Terrace,
Penzance, Cornwall.

Retailers

O. P. Mohindra,
11 Sydney Street,
Basford, Newcastle, Staffs.

Alan B. Walker,
11 St. Mary's Close,
Easington,
Peterlee, Co. Durham.

James Dockerty,
12 Abercorn Terrace,
Joppa,
Edinburgh 15.

Graham Murray,
11/6 Magdalene Gardens,
Edinburgh 15.

Peter Neri,
29 Drum Crescent,
Edinburgh 9.

W. A. Tweedie,
88 Hillport Avenue,
Newcastle, Staffs.

M. A. Baldacchino,
4 Court Lane,
Cosham, Portsmouth, Hants.

Supply House

W. Egli,
Chemist,

Meyhall Chemical AG,
CH-8280 Kreuzlingen,
Sonnenwiesenstrasse.
Post Box 862.

Supply House Representatives

D. Brennan,
19 Tenterfields,
Dunmow, Essex.

J. C. Garvin,
The Orchard,
29 Dover Park Drive,
London, S.W.15.

D. Habergham,
6 Glebe Crescent,
Broomfield,
Chelmsford, Essex.

M. E. Menzies,
Kangela,
4 Cherry Tree Gardens,
Balerno, Midlothian.

E. W. Firmin,
29 Cherry Walk,
Cheadle Hulme, Ches.

R. G. Croft,
29 Sussex Gardens,
Hucclecote, Gloucester.

C. McGilp,
Mavisbank,
Goodiers Lane,
Twynning, nr. Tewkesbury, Glos.

NEW PATENTS

PUBLISHED SPECIFICATIONS, ETC.

Compositions with fatty oil and sufflower phosphatite. Ice cream mix, or like compositions, comprising as an additive to fatty oils used, 0.5% of sufflower phosphatite which, compared to conventional soybean phosphatite, gives excellent texture and a stiff body to the ice cream.

Canada No. 849,459 American Lecithin Co., Atlanta, Ga. (USA) (Filed 31-3-67; issued 18-8-70 equals USA 3,318,704; EP 1, 138, 425).

Foodstuff mixing/cooling device. Continuous cooling of ice cream by moving it along a barrel with a cooled jacket and providing internally a scraper to remove adhering product from the cylinder walls and with stirrers moved around the shaft in planetary motion preventing its adherence to the shaft.

Holland No. 7,018,518 A/S Gerias, Kopenhagen (Filed 19-12-69; issued 22-6-71)

Prismatic package. Food of plastic consistency like ice cream in block form, is air-tightly wrapped in a thermoplastic-lined blank, the side folds of which are first heat sealed, forming a trough-shape; then the folded, overlapping top flaps are heat sealed.

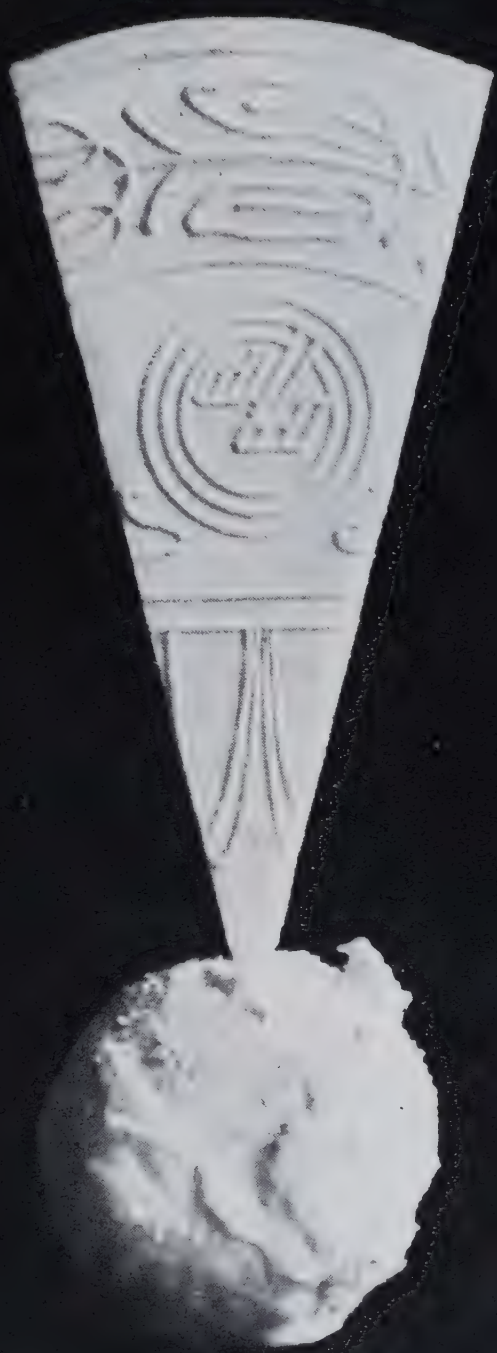
Germany No. OLS 1,586,506 Benz & Hilgers GmbH, Düsseldorf (Filed 30-9-67; issued 13-8-70).

Portion of hard-frozen ice confection. Hard fruit-ice or like block, in order to render it less cold in the mouth, is coated with fruit-flavoured gelatin, agar-agar, starch or like consumable material of low heat conductivity.

Germany No. OLS 1,692,383 W. Rau, Hamburg (Filed 21-11-67; issued 29-7-71).

Ice Cream Pan. The aluminium pan for freezing domestically ice cream therein, has (at least internally) a plastic lining.

Germany, Utility Model No. 7,116,218 Fa. T. O Klusendick, 5750 Menden (Gy) (Filed 1971).

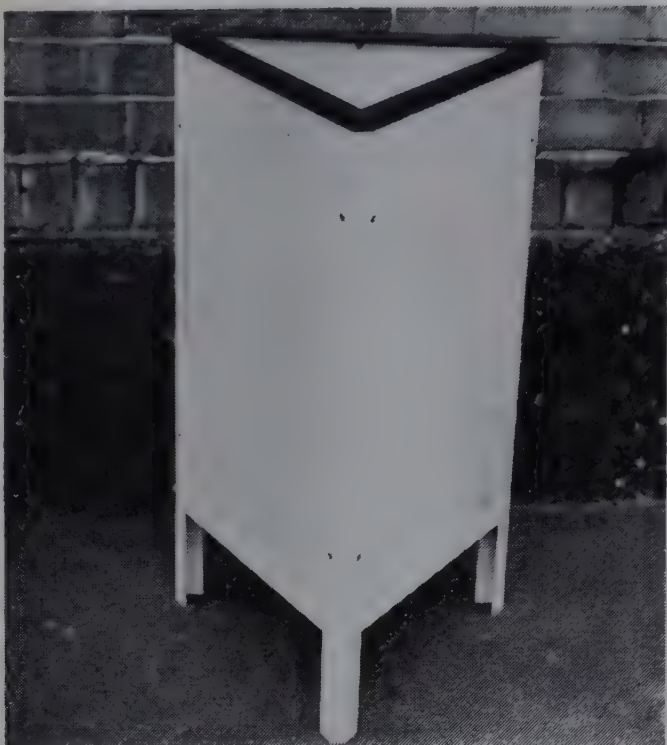


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KEEPING BRITAIN TIDY

Ice cream traders can help keep Britain tidy by the provision of litter bins at their premises. The example illustrated here has been produced by Burnham Signs from galvanised steel sheet with a stoved enamel finish. If required, an advertising slogan can be silk screen printed on each panel. The triangular bin is delivered flat and can be speedily put together with the six screws provided.

STOKES GET GO-AHEAD

Despite a number of objections from local inhabitants, planning permission has been granted to Stokes Ice Cream Dairy, of Wotton-under-Edge, Gloucester, for a new ice cream depot in Water Lane, Wotton.

The assistant divisional planning officer told Stroud area planning committee that some years ago planning consent had been given for a factory on the site, but it had never been built. Stokes, who had a limited site in Wotton, wanted to expand, and the planners thought the site was suitable.

The divisional planning officer told the 50 local objectors that it would be difficult for the committee to refuse permission in the light of other factory development already permitted in the area.

The Ice Cream Alliance assisted Stokes

TRADE

Ice Cream Dairy in the preparation of their case, and Mr. Basil Crowhurst was called upon to give evidence.

NEW PRINTING TECHNIQUE

Lily Cups have announced a new, improved technique for four-colour half-tone printing on their thermo-formed plastic packaging containers for ice cream and similar products. The result is sparkling lifelike colour illustrations for added sales appeal. Up to four colours can be printed on the 3.5, 4.3, 5 and 6 fluid ounce thermo-formed squat, and the 5.5 fluid ounce tall containers made by Lily. All squat containers have a standard rim diameter for disc lids, and plastic snapover or foil lids are suitable for the tall containers.



NEWS



WOTTA WOPPA

A charming picture to illustrate the face-lift which Wall's have carried out on their Woppa range of ice lollies in preparation for the coming season.

They will still have three Woppas in the range, but now with new names which reflect the vivid colour trend. They are, dizzy orange, screaming red (strawberry-flavoured), and electric blue (mixed fruit flavour). They are being launched with a back-of-the-wrapper competition with 50 prizes (of a year's subscription for two comics of the winner's choice) every month until the end of the year.

LIGHT-WEIGHT PICK-UP

Being extremely light in weight, resistant to water, and hygienic in use, these polystyrene pallets by KEB Packaging, of Newton Heath, Manchester, should be of interest to large-scale ice cream manufacturers.

The pallets measure 48 in. by 40 in., weigh only 5 lb., and are suitable for use with a fork-lift or pallet truck. They are said to be strong in use, being reinforced with fibreglass, and the manufacturers claim they are competitive in price with timber pallets. A smaller size is also to be introduced.

They can be picked up by fork lift trucks from four directions, and a big advantage is that they are free of nails, splinters or infestation, and they are also said to be easy to keep clean.



The

Instant Aromatic Cream Machine

Is the most up to date and efficient cream whipping machine manufactured in Italy and fully approved by the hygienic authorities of Milan and will prove a profit maker to all enterprising caterers



Refrigerated with Stand

★ ★ ★
EASILY OPERATED
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**STAINLESS STEEL
 THROUGHOUT**
 ★ ★ ★



Refrigerated Counter Model

Some of our satisfied customers :

FORTES—Newquay
 CAPOCCI—Airdrie
 KELLY—Mevagissy
 DIFONZO—Newquay

MACARI—Worthing
 MAISON AEL—Paignton
 SLEE—Newquay
 FORTES—Burnham-on-Sea

SPECIFICATION

This machine will take 38% to 48% fat content	Refrigerated Counter Model	Refrigerated with Stand	
BASE	11½" × 17½"	20⅜" × 14½"	20⅜" × 14½"
HEIGHT	24⅜"	55"	58⅜"
WEIGHT	114.61 lbs.	158.71 lbs.	165.32 lbs.
CAPACITY	5½ pints	5½ pints	8½ pints

Further particulars from sole UK agents :

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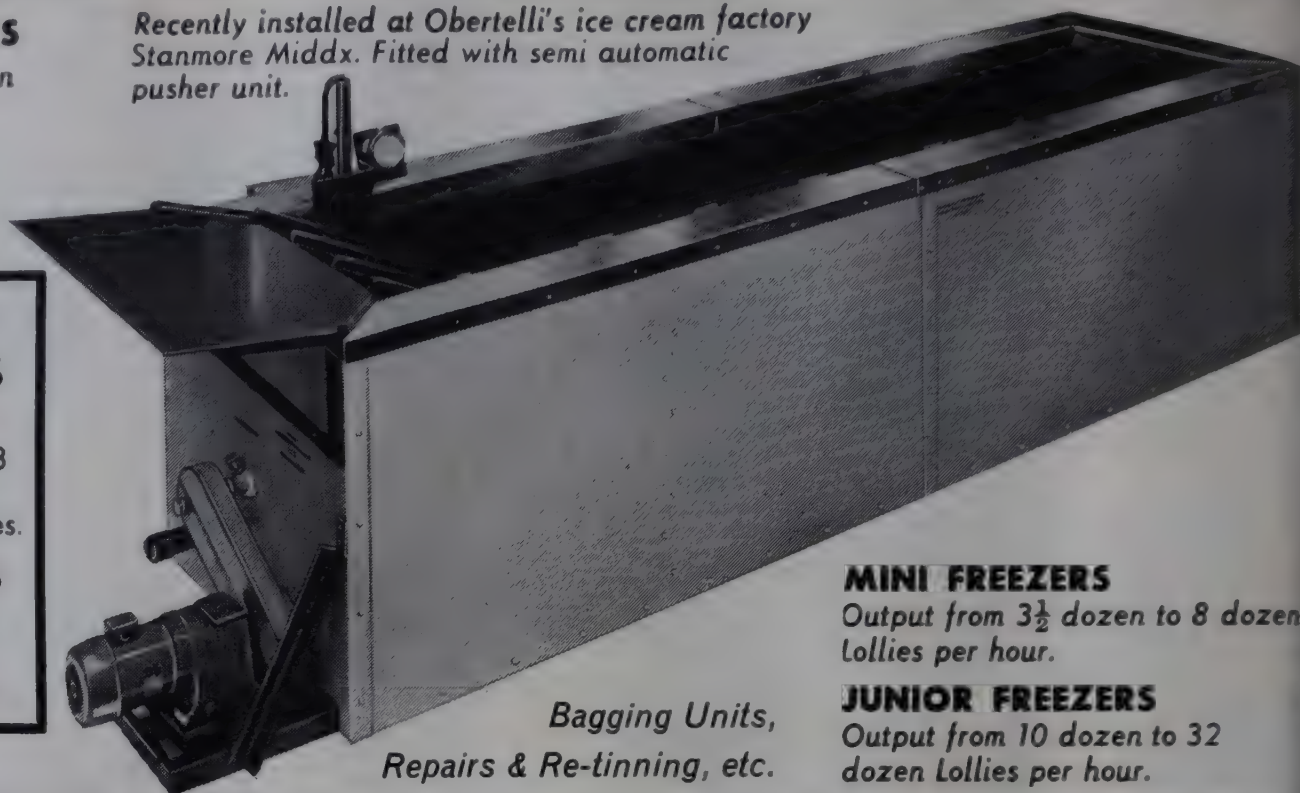
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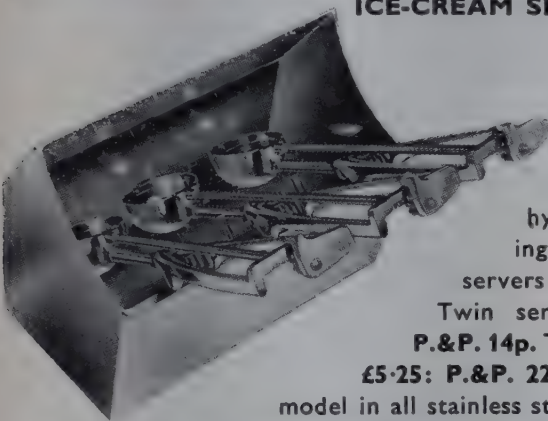
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The can, whether 6, 10, 12 or 16 oz. has only to be rested on the appropriate ledge (three are provided) and held there for a moment while the upper part of the opener is pulled downwards. The result, achieved in a single action without effort is two clean piercings. Secured to a wall or counter a large number of cans can be pierced in quick succession without fatigue. No spillage takes place. The piercers are of stainless steel, and the unit is of all metal construction.

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chrome plated with detachable rest, available in sizes to take 2 or 3 servers. This is the hygienic way of putting away ice-cream servers when not in use.

Twin server model **£3.95:**

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Coldstream High Speed Drink Mixers are available in single and twin models. They occupy only 7 inches of counter space and cut the hardest ice-cream. Of chrome plated and stainless steel construction they are quick and easy to clean. **£29** including stainless steel mixer beaker.

STAINLESS STEEL TRAYS — large selection available from 8x6x2" to 18x12x5"

The Coldstream piercer for gallon size tins of liquid ice-cream mix, catering packs, soups, juices, etc. need only to be fixed in an upright position and with one effortless pull on the handle pierces two clean holes. One hole is larger than the other for fast pouring of the contents. **£4: P.&P. 14p.**

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Mr. G. Osborne, 32 Brecon Close, Peterlee, Co. Durham.

Scotland:

Mr. J. R. King, 54 Minto Crescent, Glenrothes, Fife.

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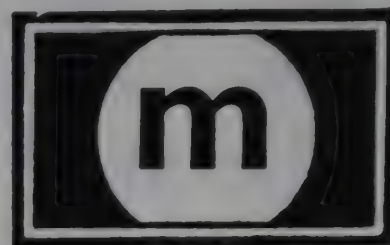
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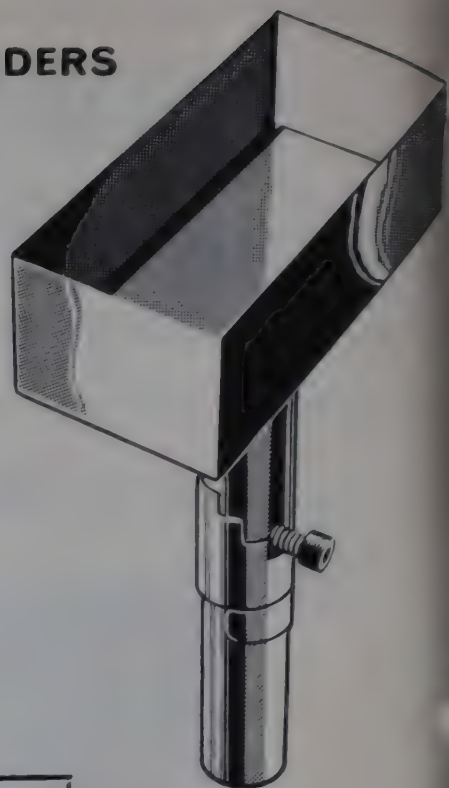
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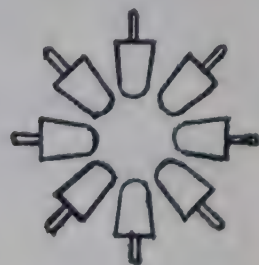
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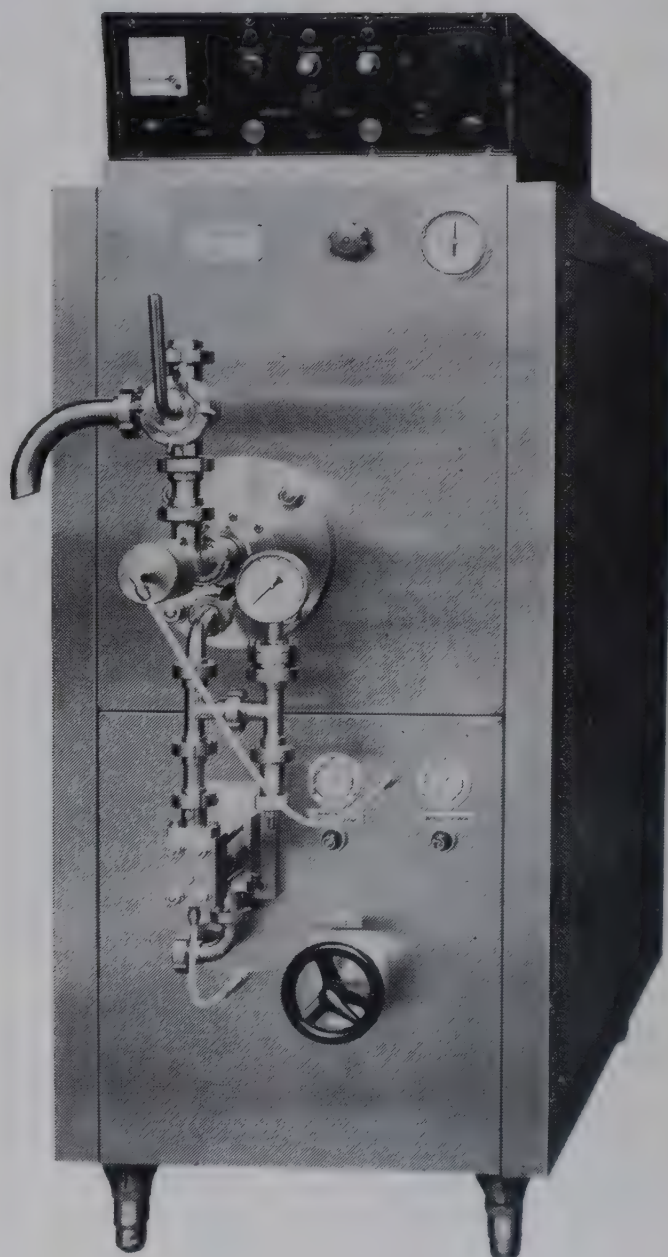
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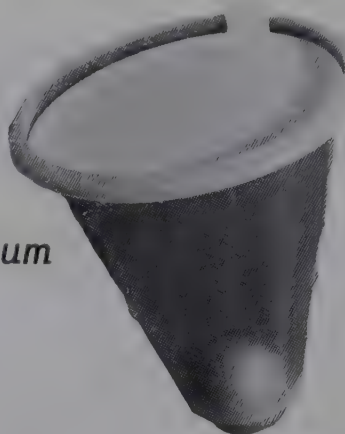
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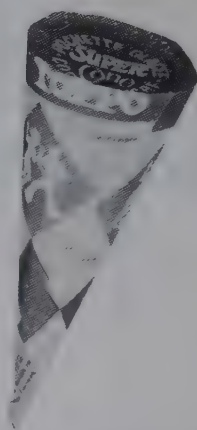


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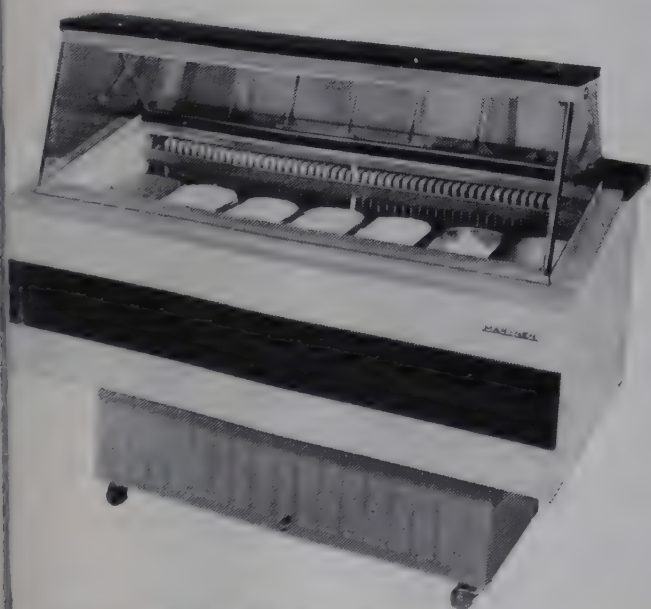
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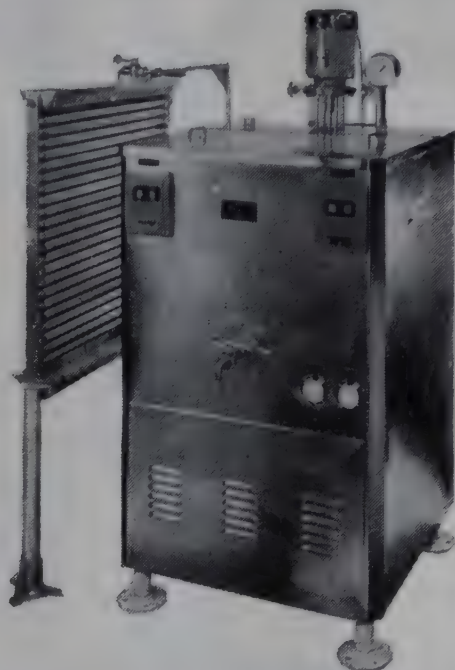
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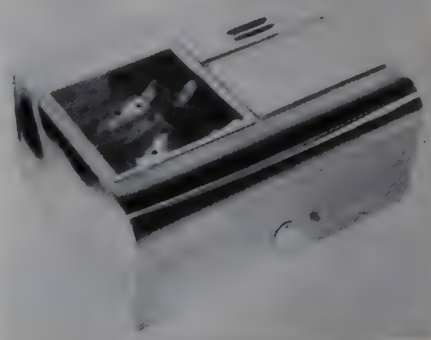


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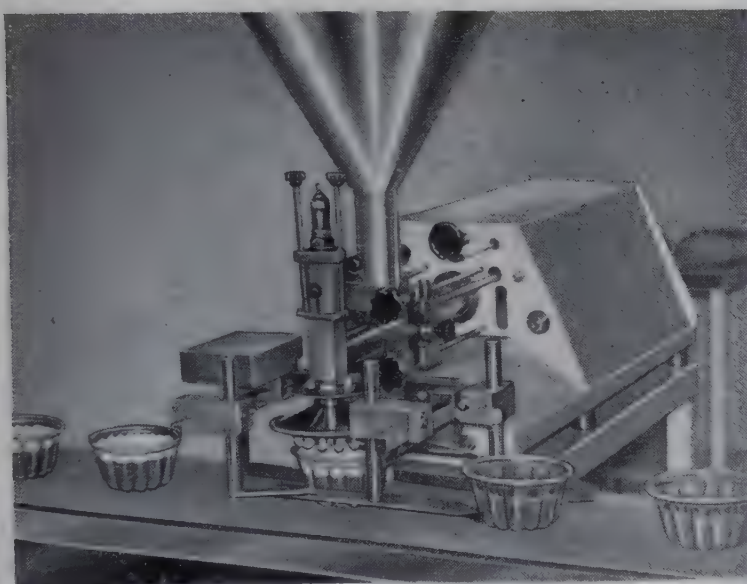
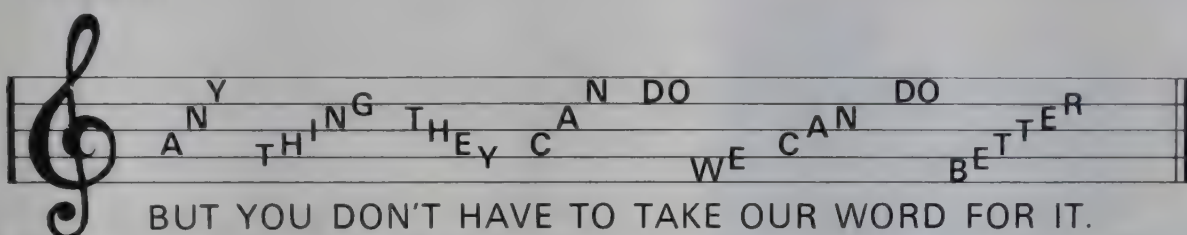
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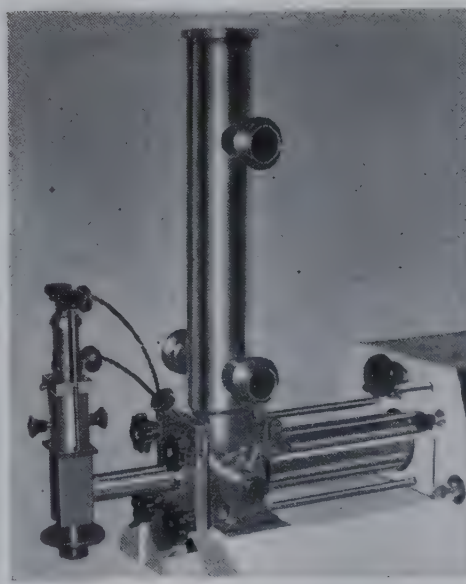
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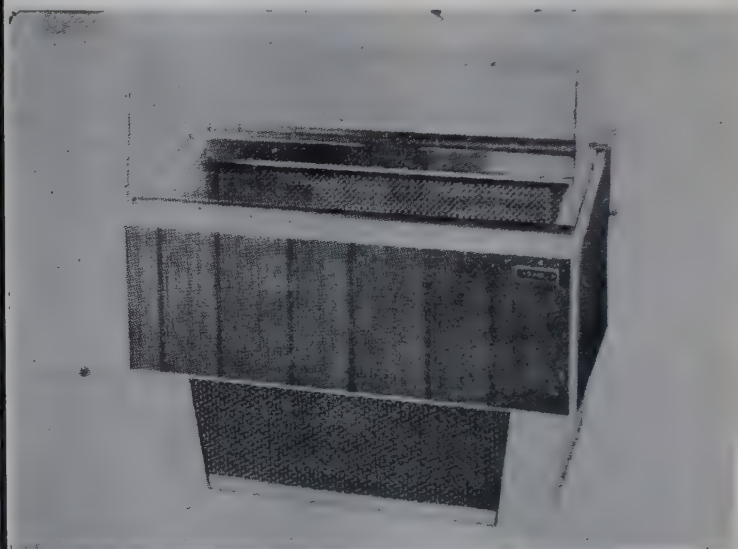
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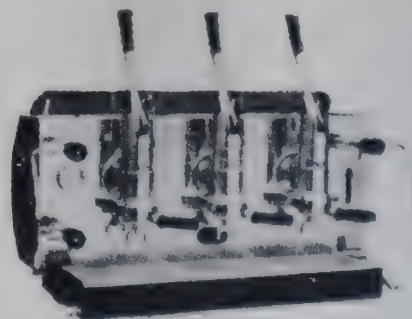
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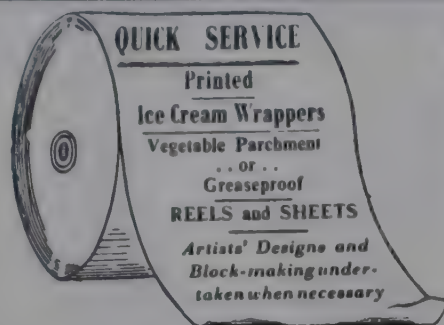
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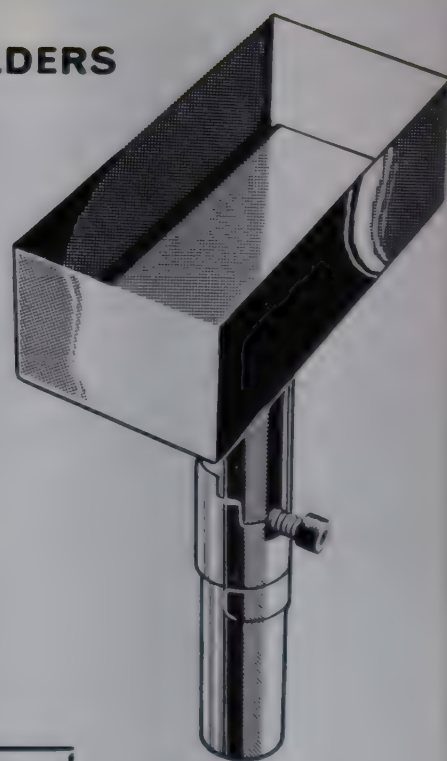
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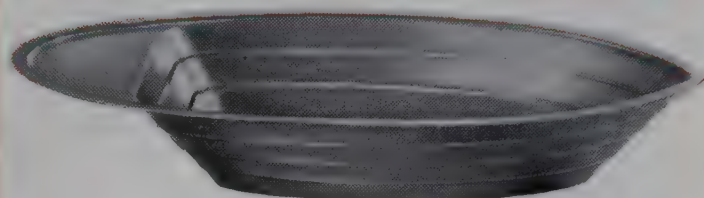
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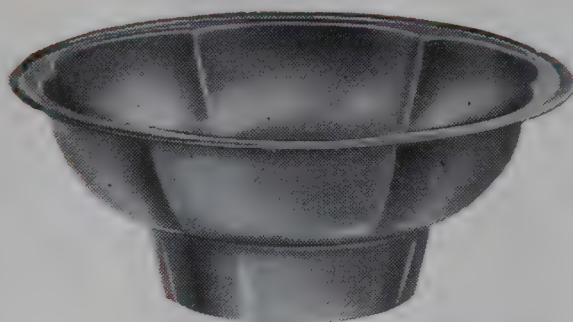
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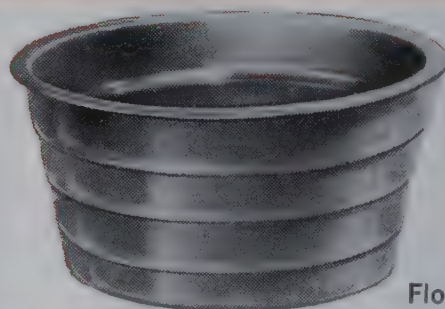
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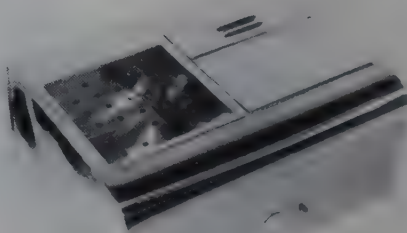


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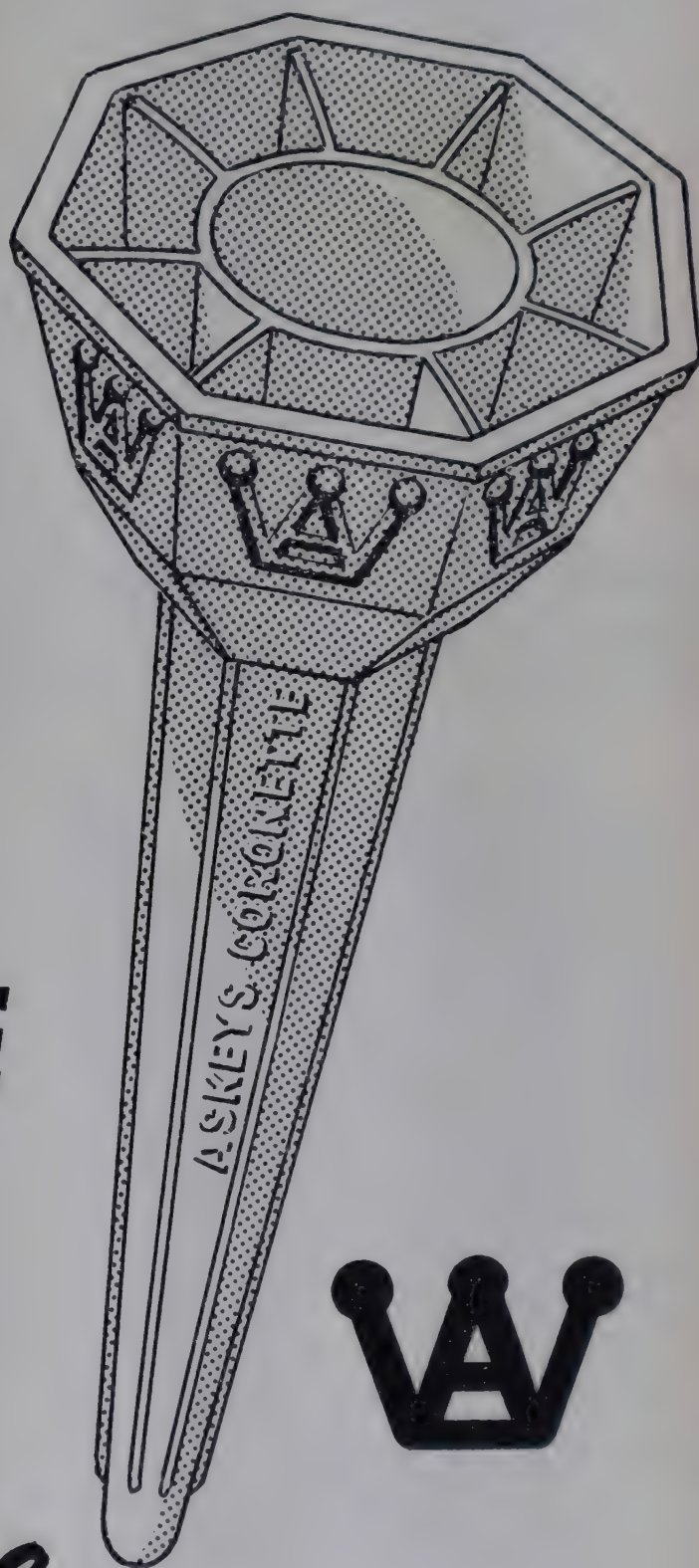
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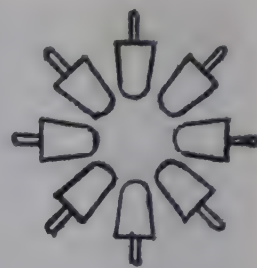
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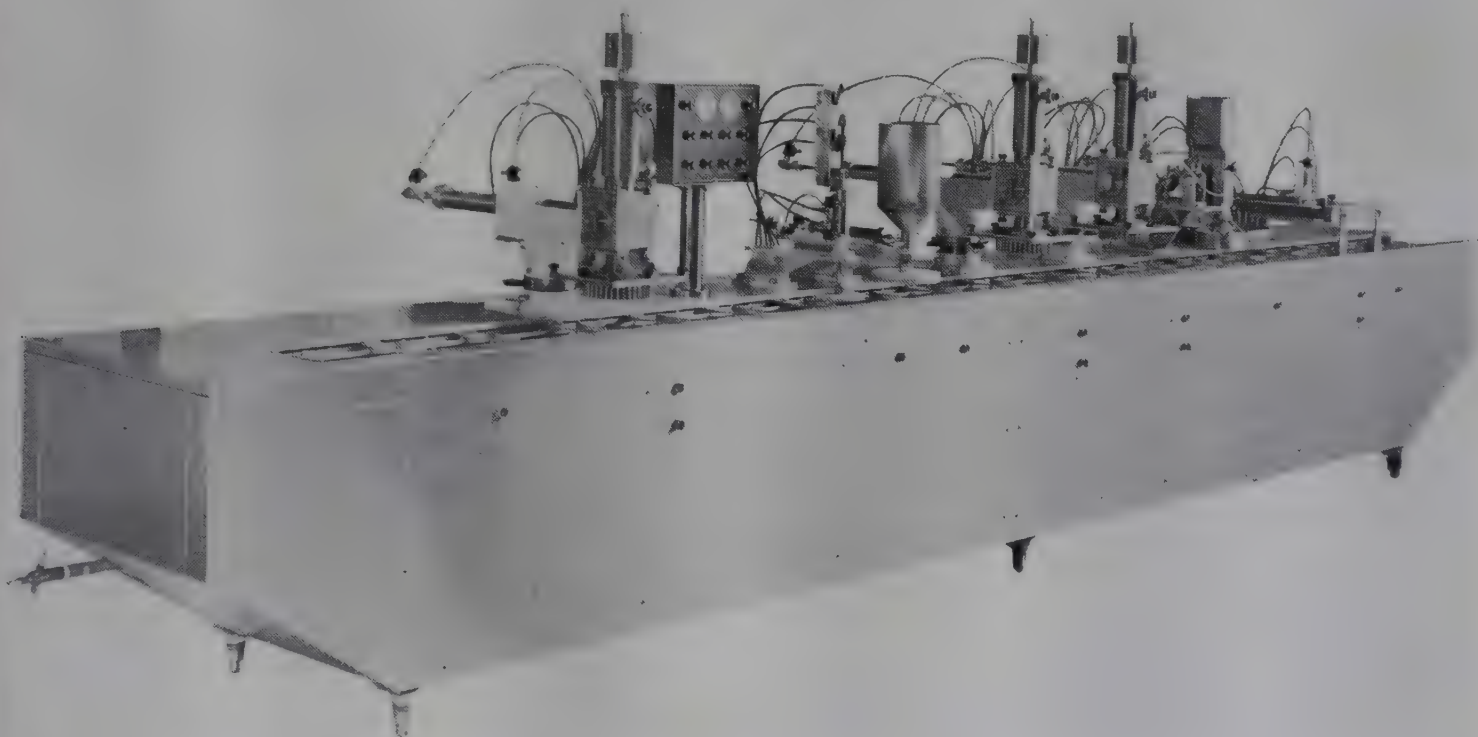
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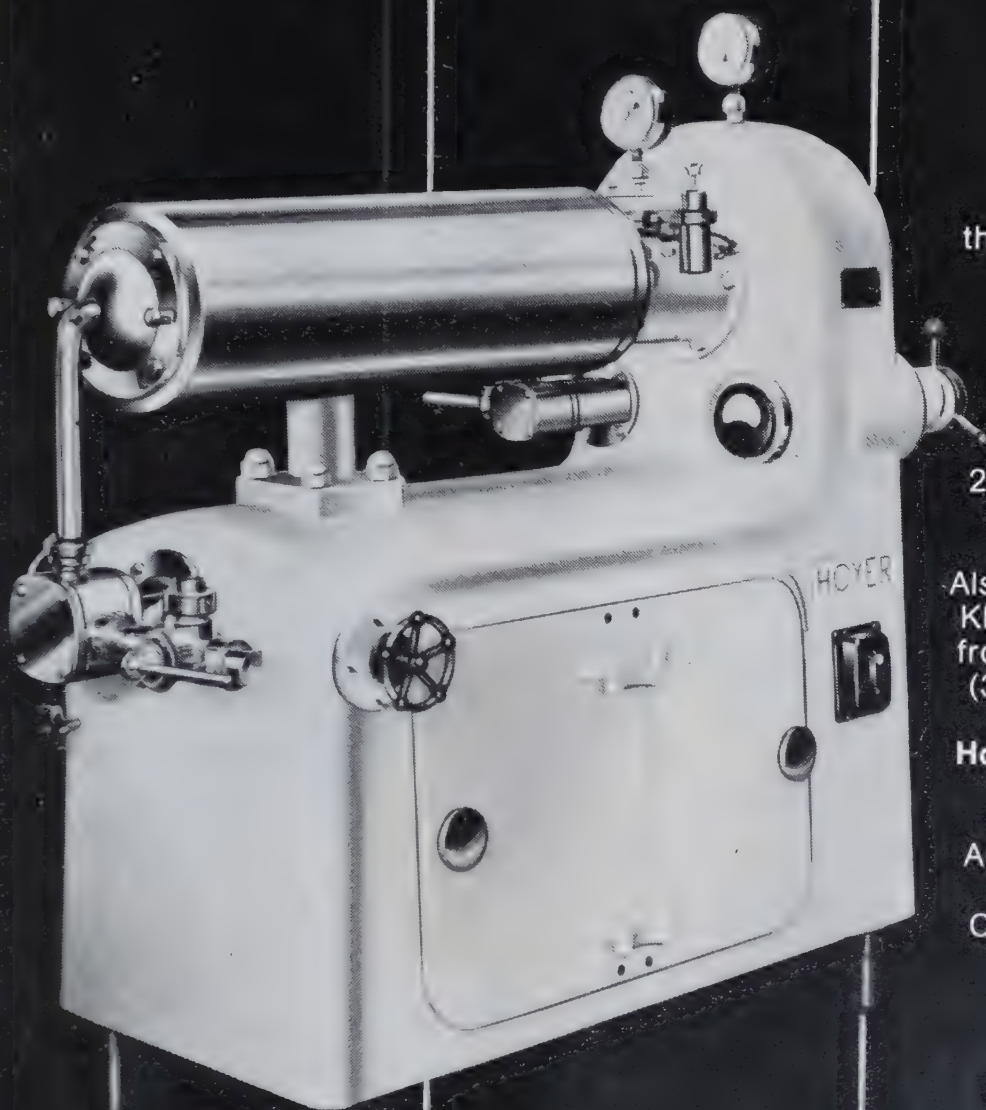
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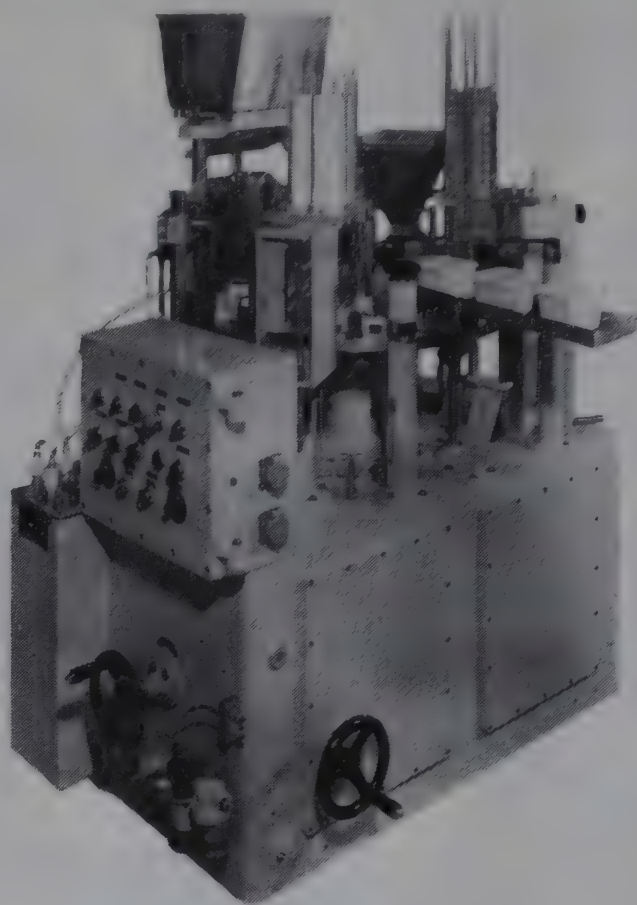
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ICE CREAM

and FROZEN CONFECTIONERY

*Official Journal of the Ice Cream Alliance and the
leading magazine of the British ice cream industry*

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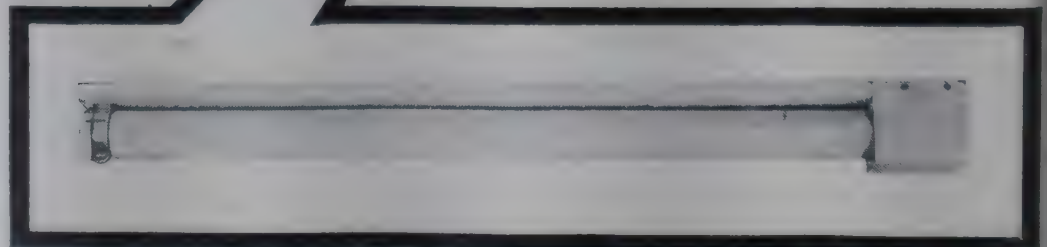
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ICE CREAM

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"LET'S HAVE ANOTHER GO . . ."

TOPIC IN THE NEWS

WE do not apologise for using in two consecutive issues the leader page of *IC&FC* to repeat the same battle cry and raise our voice in condemnation of the continuing unjust taxation policy which the Government are applying to ice cream, and which is preventing the trade from making the progress within the British food industry which could be reasonably expected in view of the suitability of its products to meet the demands of the modern housewife and caterer. What further steps then can the ice cream trade take in the face of the remorseless persistence of the Government to ignore the trade's pleas for justice on this taxation issue?

TRADE WITH A RECORD FOR SERVING THE PUBLIC

A renewed personal approach by individual manufacturers to their local Members of Parliament has been suggested to place the facts before them, and urging them to see justice done to a trade which has a long record for serving the customer well, both as far as the quality of its products is concerned and its record of maintaining price stability for so many years. It should here not be forgotten that the ice cream trade was amongst the very last to hold out against the rapid rise in postwar food prices, and it was not until the Government decided to use ice cream as a means of raising taxation that the trade had reluctantly to relinquish its outstanding record in this connection.

Perhaps it would have been too optimistic to expect official recognition of this fine record and encouragement for the trade's future progress, but on the other hand only an encrusted pessimist could have anticipated that the trade's success in establishing its products as a nutritious food in demand by young and old, would be rewarded by the discriminating selection of ice cream to raise taxation revenue for the Chancellor.

AN APPEAL TO MEMBERS OF PARLIAMENT

Whilst the considerable merit of personal contact with local Members of Parliament in this issue is by no means under-rated, the trade feels that the time has come to have another go at drawing their case to the attention of M.P.s generally. It is true this may not have that personal touch which can be so useful in contact between Members of Parliament and their constituents, but on the other hand it is hoped it may make the point that this is not the problem of any one particular ice cream manufacturer whose business is severely penalised, but that it is an experience general to the trade in all parts of the country and is causing the widest bitterness and sense of grievance.

There may be many and more important issues with which the Government has to grapple in these trying times, but good government requires that every plea for justice should be given consideration, and judged by this standard the British ice cream industry has very little reason to be satisfied.

IN MY VIEW

● NOT TAKING IT SERIOUSLY

JUST in case you hadn't noticed, the "in" word of the decade is pollution. It all seems to have started a couple of years back when there was a lull in the Vietnam war and the protesters were looking around for another subject to demonstrate against.

Suddenly they woke up to a fact that has actually been around for a long time—that civilisation was more in danger of wiping itself out by polluting the world and wasting its natural resources than it was by starting another war.

What the protesting groups did, then, was to focus attention on a problem which—by being ignored—had been allowed to reach a stage where the threat to civilisation had to be taken seriously no matter how remote it seemed.

The unfortunate and desperate thing about the whole anti-pollution campaign, however, is that while the majority of people are prepared to pay it lip service, there are not many who are actually sufficiently worried to do anything positive about it.

Pollution is not only about Torrey Canyons breaking up on rocks and spewing thousands of tons of crude oil into the ocean to kill birds and fish and foul up beaches. It's also about the

little things like old mattresses dumped in country lanes and ice cream wrappers scattered over the promenade.

And it's about governments taking it seriously, too, as well as the man in the street, and there is not much evidence that the British Government is treating the subject in any way other than as an embarrassing joke that will soon give way to something new.

As most ice cream traders are aware, for example, there is such a thing as the Keep Britain Tidy Group, and traders have been urged to give this as much support as they possibly can. Mr. Peter Walker, who rejoices in the title Secretary of State for the Environment, has pledged Government support for the group, too.

An excellent thing, you might think. A few million pounds injected into the campaign would make a great impact on the litter-producing public: a great cleaning-up process could be embarked upon to restore this green and pleasant land.

I wasn't actually present at the "Packaging and Litter" one-day conference organised by the Ministry for the Environment, but I can imagine the excitement among the dedicated environmentalists present when Mr. Walker announced the Government's decision to help

... and how sick they must have felt when he said that the allocation for 1972/3 was a paltry £130,000, to be followed by £200,000 in each of the following years.

When other Government departments seem to spend so much money on projects which are destined to add to the problems we now face (such as their curious attitude towards transportation), and when they seem to spend so much time on trivia (such as endless debates about whether or not the term "contains fruit juice" is sufficiently explicit for an ice lollie wrapper) it does seem a pity that they are prepared virtually to opt out of supporting groups like Friends of the Earth and the Keep Britain Tidy Group.

● ALL MOD. CON.

I HAVE it on very good authority that cows on a Michigan farm increased their milk output after the farmer carpeted their stalls. What about keeping them clean? Says the report in the Market Frontier News, published in Washington by the Dairy Society International: "An electric trainer has been teaching the cows to back into an alley for toilet purposes ..."

by Scoop

● OBITUARY

HIS many friends in the ice cream trade will be grieved to hear that popular founder president Bill Osborne mourns the death of his wife, Ada, who died in mid-June from a heart attack after she had appeared to be recovering satisfactorily from a recent operation.

Mrs. Osborne had become well-known to many members of the Ice Cream Alliance, who she met at the Association's annual conferences which she attended regularly in company with her husband. With him she had shared the excitement of the years following the war when the Ice Cream Alliance had played an important part in the re-establishment of Britain's ice cream industry, and had seen many of the trade's early aspirations — promoted under the guidance of her husband — come to maturity.

Mr. Osborne's loss will be shared by all those who had come to value his wife's friendly smile and the obvious keen interest she showed in the Association's activities.

Bill Osborne asks me to express his most sincere thanks for the many letters of sympathy which he has already received from members of the Alliance, and for the floral tributes which arrived from so many parts of the country.

He and members of his family have been deeply moved by these signs of friendship extended to them in these trying moments, and he would like all those who have shown such sincere sympathy to him to know just how much this has been appreciated, and has helped him to bear up under the strains of the blow which has ended a close and loving relationship which has lasted for more than 47 years.

● SOUND PERFORMANCE

A CITY council in New Zealand—according to the *Sunderland Echo*—has banned the eating of ice cream in the municipal theatre. The ban was imposed after the conductor of a symphony orchestra threatened to stop a performance in the theatre because of the noise from the crunching of ice cream cones.

But, asks the newspaper, aren't they overdoing it a bit? Why not allow tubs? Or ice lollies? (Although they do concede that tubs make an awful thump when dropped, and little boys can make some remarkable suction sounds with ice lollies.)

However, they conclude, it must be an excessively delicate conductor who cannot drown the sound of crunching cornets. "A slight alteration of the programme, bringing in the 1812 Overture, should do the trick".

● CHOCOLATE ON ICE

BEFORE too long, 12 members of a Cambridge University expedition will be sitting on the ice on the east coast of Greenland. For three months their job will be to use radar to determine the depth of ice: the information will be of use, apparently, to such people as the Swiss, who will learn about potential water supplies from iced reservoirs.

The team are expected to work hard, and long hours, with little time for meal breaks. So they are taking with them dehydrated meats, nuts, raisins and chocolate bars.

One of the donors of food are OP Caxton Chocolate. "We are doing our best to make their snack lunches as tasty as we possibly can," said a spokesman. "We are supplying our best silver medal Montezuma dessert plain chocolate, and bars of our gold medal Velvet milk chocolate.

"We know it's what they like. Dr. Miller, who is leading this year's expedition to the Stauning Alps in Greenland took the same sort of chocolate with him to the Himalayas some years ago."

more SCOOP overleaf

SCOOP

—continued from previous page

● A LITTLE FLAMBOYANT, PERHAPS?

INTRODUCING a conference session on Aspects of Profitability of Marketing Activities in Ice Cream Business at the 6th European Ice Cream Conference in Stockholm, Mr. Bertil Neumann posed to his audience the question: "What is ice cream mentally and functionally?"

He then went on to cite from a statement made by an expert who he described as a famous student of consumers who had shown great insight into the consumer's mind.

This statement seems to us worthy of recording in the pages of *IC&FC*, and we offer it to our readers without any need for further comment:

"Ice cream has undergone a very interesting and definite change in the last decade. While it used to be a luxury item or a reward for children, it has now become a legitimate type of dessert whose nutritional value is fully recognised. A good part of the attraction of ice cream stems from the fact that it is effortless food. It melts in your mouth, does not have to be chewed, and is immediately absorbed into your bloodstream as blood sugar. Thus, it has a close relationship to candy and liquor . . .

"Ice cream is a symbol of abundance. People almost have the feeling that they want to drown themselves in ice cream. They often eat it as if they want the ice cream to run down their chins. It is almost an orgiastic kind of food. Children frequently stuff their mouths with it . . .

"Ice cream is often associated with love and affection. It derives particular potency from childhood memories. Ice cream was given to a child for being good, and withheld as an instrument of punishment. People refer to it as something they

'love' to eat. Ice cream even now retains its giftlike association when it is brought home by the father as a surprise for the family. It demonstrates his love and his thoughtfulness of others when he is not with them. It is a simple and inexpensive way of conveying emotional warmth. It implies fullness and richness probably not inherent in any other kind of food. It is fun to share. The role of the ice cream parlour in our culture is a striking example of this function of ice cream.

"The traditional association with ice cream is the soda fountain. 'Soda fountain' conveys a sense of bubbling over, of volume which is not easily contained, a spreading out far and wide, reaching everyone, every place. This is part of the basis for the appeal of the scoop rather than the slice of ice cream in a dish, in an ad. or on the package.

"Ice cream can satisfy immediately. A second after the thought enters the mind, the housewife can have the ice cream on the table. There is nothing that needs to be done to the ice cream other than getting it from the storage place. Another special advantage is that the variety of ice cream flavours available permits the mother or the hostess to offer a choice and so easily meet the individual preference of each guest or member of the family . . ."

● DAIRY ENGINEERING EXHIBITION

THE Third International Dairy Engineering Exhibition, which is to be held in Frankfurt from 8-12 September, sounds interesting. On show will be machines, apparatus and equipment for the production, portioning, wrapping and deep-freezing of ice cream, plus storage and transport facilities and sales equipment.

The organisers of the exhibition are Deutsche Landwirtschafts Gesellschaft, Frankfurt am Main 6000 Zimmerweg 16.

● DATES FOR YOUR DIARY

PLEASE note the dates of the following Divisional dinner-dances:

London & Home Counties. 21 November. Park Lane Hotel, London, W.1.

Northern. 22 November. Durham Civic Centre, Dunelm House, Durham City.

South West England. 30 November. Grand Hotel, Bristol.

South East Scotland. 30 January 1973. Roxburgh Hotel, Edinburgh.

● CORNET VENDOR

A MACHINE which sells ice cream in a cornet caused a considerable amount of interest at the Hanover Fair. Known as a Jendrimat, the machine is about 5 ft. high with an enclosed free-vend cornet stack above it and to the side.

The free-vended cornet is placed in an open ring in the front of the machine, and when the coin is inserted into the machine the ring rises vertically some 6 in. to a position beneath a nozzle, from which ice cream is dispensed in a twisting ejection which finishes in the same attractive pattern every time.

Two canisters are filled from the top with ice cream liquid, and refrigeration to the correct temperature takes place in the machine itself. The machine costs the equivalent of £2,000, and each tin of mix is said to earn about £4.25.

● SORBET AND TEA

SORBET and tea seem on the face of it to be an unlikely combination. But The Tea Council include a recipe for Super Sorbet which involves both ingredients in a new leaflet called Play it cool with tea.

To make Super Sorbet, stir four tablespoons of strawberry or orange sorbet into a glass one-third full of tea liquor. Fill to the top with lemonade or bitter lemon and finish with a toothpick on which cherries, lemon slices and orange wedges have been arranged.

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Prestonpans,
East Lothian.

Clive Jackson & John Adams,
179 Shirland Rd.,
London W.9.

Giuseppe Parrinella,
8 Kingscleffe Street,
Moston,
Manchester 9.

Cipolla Bros.,
1469 Ashton Old Rd.,
nr. Openshaw, Manchester 11.

D. J. Andrews,
207 Station Rd.,
Stechford,
Birmingham 33.

J. Gray,
90 Edinburgh Ave.,
Gorleston,
Great Yarmouth.

Ken Champion Jnr.,
84 Keswick Road,
Blackpool,
Lancs.

Mr. M. L. Field,
14 Wyndham Cres.,
Woodley,
Reading.

William Nelson,
Bar House,
Duckworth Hall,
Oswaldtwistle,
Accrington, Lancs.

Henry McEvoy,
30 Willow Drive,
Girvan, Ayrshire.

J. N. Blackburn,
The Mains,
Newton Reigny,
Penrith, Cumb.

Helena Jane Gueli,
6 Eastmoor Road,
Wakefield,
Yorkshire.

F. Leggieri,
8 Chatsworth Street,
off Dalton Lane,
Keighley, Yorks.

Retailers and Caterers

Alexander Ellisseos,
Actina Cafe,
46/48 Torbay Road,
Paignton, Devon.

A. E. Bentley,
20/22 Headstone Drive,
Wealdstone,
Middx.

Albert Crolla,
Vittoria Cafe,
113 Brunswick Street,
Edinburgh 7.

D. Hartley-Brown,
53 Links Road,
Canford Cliffs,
Poole, Dorset.

Celeste Zaccarini,
Lido Cafe,
148 West Nile Street,
Glasgow.

A. Puglianini,
Bridge Cafe,
Bridge Street,
Tranent, E. Lothian.

Wholesalers and Retailers

C. Heydon,
Heydon's Ices,
1a Churchway,
Church Stretton, Salop SY6 6DJ.

D. Lovece,
Carlo's Cream Co.,
188 Old Heath Road,
Heath Town,
Wolverhampton.

Wholesalers, Manufacturers and Retailers

Riviera Ice Cream Co. Ltd.,
Fishponds Trading Estate,
Unit 7, Oak Lane,
Bristol.

Ronald Barnes,
91 Kolverlow Street,
Oldham, Lancs.

Manufacturers, Retailers and Caterers

W. T. Brown,
7 Linden Road,
Bognor Regis,
Sussex.

Manufacturers and Retailers

David Kane,
90 Fowler Avenue,
Aberdeen.

Supply House Representative

Martin Wallace,
5 Brunton Place,
Edinburgh 7.

Supply Houses

R. S. Levy,
Ilapak (Europe) Ltd.,
Bolsover House,
5/6 Clipstone Street,
London W.1.

Mr. S. G. Fisher,
Plastona (John Waddington) Ltd.,
40 Wakefield Road,
Leeds, LS10 3TP.

Marynen Refrigeration Ltd.,
33 Toll Bar Avenue,
New Waltham,
Grimsby, Lancs.

Raimondo Valente,
Artigraf Printing Co.,
Milton Road,
Windygates,
Leven, Fife, KY8 5DF.

Zeromobile Ltd.,
11 Lime Hill Road,
Tunbridge Wells,
Kent.

Technical Adviser

N. Pritchard,
28 Lodge Close,
Shifnal, Salop.

Report from Stockholm

Sixth European ice cream conference

By L. Frank, General Secretary, Ice Cream Alliance

EARLY in June, and blessed by weather fine enough to arouse the envy of the British visitors, more than 100 delegates assembled in Stockholm for the Sixth European Ice Cream Conference, where they were welcomed by Sweden's Minister of Agriculture.

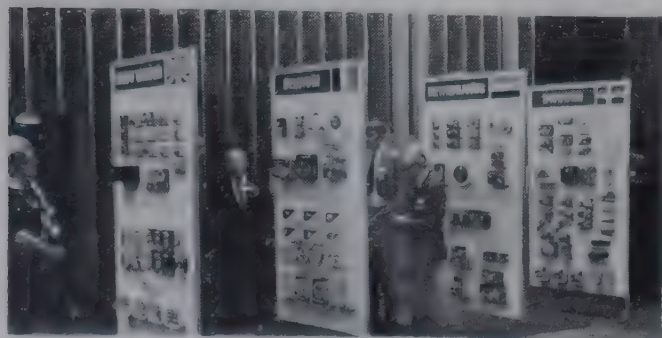
A REVIEW OF DEVELOPMENTS

An interesting agenda on the first day of the conference provided opportunities to review developments during recent years in the ice cream markets of Scandinavia and Japan, the latter having made remarkable strides and now being able to claim a *per capita* consumption exceeded only by the U.S.A., New Zealand, Australia and Canada. A general review of international production figures presented by Dr. J. Klose of Germany, indicated that growth of the ice cream markets generally had made little if any progress during recent years; a situation which representatives of the British ice cream trade substantiated as applicable to their own country.

Dr. Klose suggested that although the ice cream industry had established itself without doubt as a vital and important section of the

food industry the production figures, as recorded during the course of the ten years from 1960 to 1970, appeared to indicate that in most countries a level of saturation had been reached by the end of the decade, and he posed the interesting question as to whether there was not perhaps a *per capita* barrier beyond which the ice cream industry was not likely to progress.

In a lively discussion on this proposition it was suggested that before this could be accepted it would be necessary to explain the considerable difference in limits achieved by various countries, such as for example a



Ice cream packs from various nations were put on display at the conference. Right: The Great Britain panel.

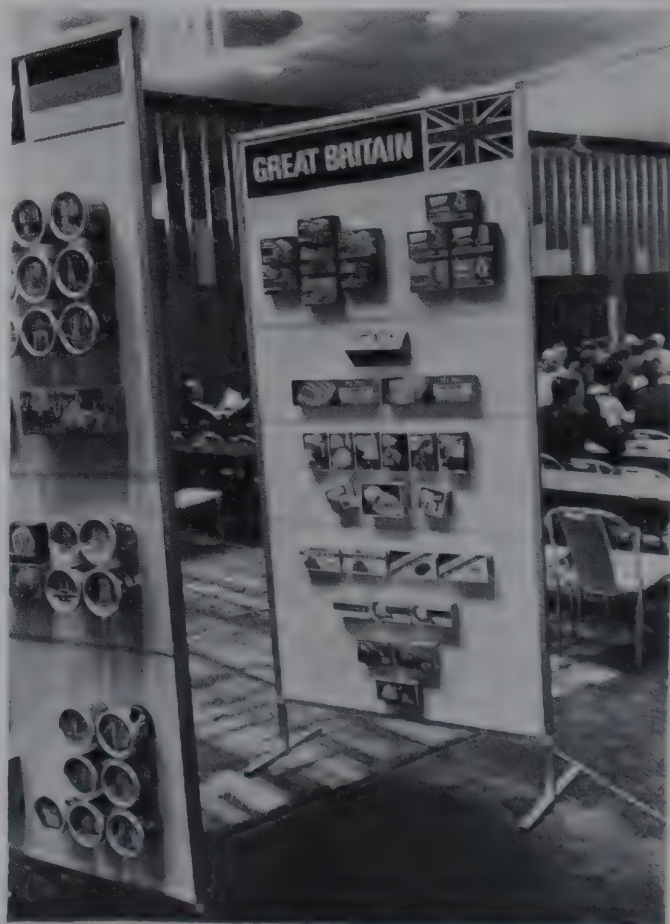


figure just above 22 litres *per capita* in America, between 5.5 and 7.00 litres *per capita* in the Scandinavian countries, and approximately 3.7 litres in Britain.

A CONSIDERABLE OBSTACLE

Points worth noting were the experiences reported from a number of countries where multi-pack marketing had been introduced in the mid-sixties, and after initial success had been found to decline. There was also general agreement that in many countries the lack of satisfactory home refrigeration equipment was a considerable obstacle in the way of the further development of the home pack market.

The second day was devoted to marketing aspects of ice cream and in particular to methods of its most satisfactory display in

supermarkets and stores; the general public relations aspects of bringing ice cream to the attention of the consumer and stimulating his interest in the product was also dealt with in some detail and widely discussed.

An interesting new feature was the display of panels showing the types of containers used in the different countries taking part in the conference. Eleven countries, including Great Britain, had supplied samples of cartons as used by their traders.

An attractive social programme had been arranged by the Swedish hosts for the delegates, and after a banquet in the Spegelsalen of the Grand Hotel Royal on the Thursday evening the conference was brought to a close with a celebration lunch at the Operaterrassen given to the delegates by the Coordination Committee in the Nordic Ice Cream Industry.

. . . and at home, arrangements go ahead for the

International competition for Bournemouth

FIRMS taking part in the conference exhibition in Bournemouth in October have made an early start on this occasion in laying claim to their exhibition space and indeed some have already reached an advanced stage in planning their exhibits. There is every sign that the exhibition in 1972 will be particularly lively and interesting and probably break all records, both in respect of products on show and visitors out to see and inspect the latest developments in the field of ice cream manufacturing and retailing.

No doubt ice cream manufacturers, too, will soon be completing their plans for a visit to Bournemouth, and may wish to be reminded that on this occasion the usual national ice cream competitions will be extended to include a special international competition following the pattern set in Buxton, Bordeaux, Edinburgh and Paris.

Opportunity was taken during the Sixth European Ice Cream Manufacturers' Conference early in June to bring this competition to the attention of the delegates assembled in Stockholm, and it is anticipated that there will be a representative entry from European ice cream manufacturers, and that they will find it possible to nominate judges for the judging panel.

Apart from the need to increase the entrance fee to £8, no changes have been made in the rules which have successfully been employed during recent years. The French example in 1971, however, to ask for the entries to be coffee-flavoured has not been followed, and the samples will therefore again have to be either natural or vanilla-flavoured. An international collecting point will be established at Heathrow

continued overleaf

BOURNEMOUTH CONFERENCE

continued from previous page

Airport. Entrance forms for the international ice cream competition are already available from The Ice Cream Alliance head office at 90 Gray's Inn Road, London, WC1X 8AH, and as the rules limit the number of entries allowed to British ice cream manufacturers to 20 on this occasion, those interested in taking part in this competition are advised to make early application for entry forms.

The organisation of the Association's national ice cream competitions will also continue more or less along the same lines as in previous years. It has been possible to maintain the entrance fee as in 1971, but two important adjustments have been made to the rules. One concerns the entry of samples made on vertical pressurized freezers, in connection with which it has been submitted to the National Executive Council of the Ice Cream Alliance that such ice creams are more comparable with products made on horizontal freezers rather than with those made on traditional vertical freezers. This point of view has been accepted and it has been laid down that entries made on such pressurized vertical freezers shall in future be entered in the horizontal freezer classes.

Clarification has also been provided on the position of self-employed drivers under Rule 6 which provides that no employee

may enter the competition. This has, in the past, given rise to some confusion as to the exact status under the rule of self-employed drivers operating vehicles owned by firms who are already entering the competition in their own right. The Council's decision that for purposes of this rule, a person should be regarded as "employed" unless he is himself the owner of the vehicle in which the ice cream is manufactured, should in future remove any doubt on this particular point.

The packed speciality competition is to be continued under the name of "packed novelty competition". This is to emphasise the intention to encourage the development of new ideas in presenting the trade's products to the consumer, and in particular to provide for the housewife a ready-made multiple portion of the right size to complete a family meal, whether this be taken at lunch, tea-time, or in the evening. In the past competitors have tended to concentrate on the preparation of miniature gateaux as entries in this competition but, attractive as these have frequently been, they have usually lacked the novelty element which would have set them apart from other products of this kind.

The score card adopted for this competition which allows no less than 50 points for novelty value, is specifically designed to emphasise the importance which judges in the competition have been instructed to



Flashback to Scarborough—and the judging in the Dairy Ice Cream (Horizontal) Class in the national ice cream competition

assign to this characteristic and thus to stimulate the continued search for new and attractive ways of presenting ice cream to the consumer; an endeavour the Alliance are determined to pursue as an essential contribution towards increasing the popularity, and therefore the demand, for the trade's product.

The 22 national ice cream competitions which have been held in Great Britain since 1952 have served the purposes of the ice cream trade well; far beyond 10,000 samples of ice cream have during this period been placed before the judges and there are many instances on record where ice cream manufacturers have subsequently acknowledged that the information they have been able to elicit from their score cards has helped considerably in redressing minor faults in their production methods or recipes and led to improvements being made in their ice cream.

It is of course true that in the long run it is the taste of his own customers that must determine the type of ice cream which a manufacturer produces, and there can be no guarantee that the taste of his customers

will always coincide with that of the competition judges. On the other hand, a general assessment of palatability and texture particularly by judges who, by experience, have learned to assess such characteristics, can only be a useful guide to the competitor.

The careful and scrupulous organisation which the Ice Cream Alliance has built up to handle the competition samples and, not least, the wide range of collecting points established in various parts of the country to facilitate for competitors the transport of their samples to the competition venue, has established in the minds of ice cream manufacturers a confidence in their national ice cream competitions which is fully justified, and their response by entering their ice cream year after year for the keenly-contested trophies and diplomas which are awarded is a clear demonstration of this. There is little doubt that when in August the entry forms for the 1972 competitions begin to flutter through the letter boxes, ice cream manufacturers in all parts of the country will again be eager to accept the challenge to prove that their product is the finest ice cream made in this country.

NEW PATENTS

PUBLISHED SPECIFICATIONS, ETC.

Beverage dispensing. Vending machines for viscous and semi-frozen beverages, these to be eaten with a spoon and/or sipped through a straw that is also dispensed with the cup prior to vending the beverage, syrups and ice.

England No. 1,254,266 The Cornelius Co., Anoka, Min. (USA) (Filed 19-2-69; issued 17-11-71).

Conical container. This container for holding, e.g., ice cream cones, is rolled from a paper or like blank and has two or more prepared tear lines with non-stuck on pull lugs there between readily to shorten the axial cone length when consuming the ice cream.

Sweden No. 221,403 Esselte Förpackning AB, Norrköping (Sweden) (Filed 21-11-62; issued 2-7-68).

Encapsulated product. Calcium or aluminium pectate or alginate gel capsules containing a thickened edible fluid, aromatiser, fruit purees or like, are added to baked goods, or ice cream etc.

Holland No. 7,103,849 Unilever NV (Filed 26-3-70; issued 28-9-71) (Equals Belg. P. 764,929).

Accelerated production of ice cream. By adding crystalline e.g. $MgCl_2$, $Mg(OH)_2$, Ca-silicate, Na_2O_2

etc. to the ice cream mix, or sherbet base, these crystals will shorten the freezing time of the mix or like.

Japan No. 36,184/71 Watanabe Seika Co. Ltd. (Filed 10-4-69; issued 23-10-71).

Keeping ice cream freezers free of bacteria. Freezers which comprise in a common space of the cabinet, the tank for the ice cream mix, the freezer drum, and the pressurized-air system for supplying the latter, have connected to this supply system a reservoir for liquid disinfectant, with drains inside said cabinet for this liquid, one drain to spray the dispensing nozzle after each operation and another for allowing the operator also to disinfect the hands.

Germany No. DAS 1,492,348 Lumen GmbH, Kulmbach (Bavaria) Germany. (Filed 6-3-65; publ. 23-12-70).

Coated food product. Ice cream or like confection is provided with a dip-applied protective coat of a water soluble thixotropic alginate gel. e.g., Xanthan rubber, perhaps comprising fruit aromatic, colouring, or buffering agents, or sweeteners, even decorations. Thus, the ice cream is prevented from dripping at room temperatures and can readily be handled in portions and packed while remaining easily dissolvable on licking when consuming it.

Germany No. OLS 2,118,093 Unilever N.V. (Filed 20-4-67 Engl; issued 11-11-71).

Value added tax—some general principles

by M. F. GRILLO

TEN years ago ice cream and ice lollies, amongst other products, were brought into the purchase tax net. The industry had no warning of the Government's intentions and yet was expected to comply overnight with all the requirements laid down by Customs and Excise authorities to administer this tax. This, at the beginning of the season, when stocks and prices had as usual been planned many months before. This attitude showed a complete disregard of the commercial facts of life in our industry, by those concerned with the application of purchase tax to our products.

LACK OF THOUGHT

Tax points, notional values and varying valuations of similar types of products served only to underline the lack of thought given to the problems of applying purchase tax to ice cream, and how inappropriate food is as a means of raising revenue.

When the Chancellor informed the House of Commons that he intended to introduce value added tax in 1973 in place of purchase tax, and that food "other than perhaps those foods already paying purchase tax" would not be taxed, it was reasonable to assume that ice cream would be treated in the same way as similar foods not sub-

jected to purchase tax. Forceful representations on this point were made by the Alliance on behalf of the industry to the Treasury as well as to Customs and Excise authorities, but without success.

It must not be assumed that food will remain untaxed in the future, albeit at a low rate. Also present rates could be raised, and it is therefore all the more important to press the trade's case for recognition of its products to be treated as a food for tax purposes, and representations to this effect will continue.

SOME ADJUSTMENTS MADE

Since the Chancellor's announcement the Customs and Excise authorities have issued reams of study papers which have been considered and, where necessary, commented on in discussions with them. Some adjustments have been made in the light of these discussions, which are continuing, and information will be made available to members as soon as a clearer outline of the tax administration can be seen.

To discuss all the complex arrangements for the administration of VAT would be fruitless, confusing, and unhelpful at this time, as much does not concern our industry. Certain general principles, however, are known and can be considered.

Starting in October 1972, according to alphabetical groupings to be announced soon, you will be asked to register with your local Customs and Excise office. Your local officer will then advise you of his requirements. Those having retail sales of VAT-liable goods of less than £5,000 per annum will not be required to register, but may request registration, which may not necessarily be granted. Those in this category should realise that if they are not registered, they will be unable to reclaim any VAT paid on goods for resale, or vehicles, plant, tyres, servicing, etc., either purchased or rented.

The objective of a Customs and Excise officer is to obtain from each registered person the amount of VAT for which his trading transactions make him liable. He will therefore have to keep records which will enable him to establish his net VAT

position when required. Those who have dealt with purchase tax in the past should not find this too difficult. In fact, because in VAT the actual net price on the invoice is the tax level and none of the purchase tax notional value difficulties are involved, it should present few if any problems for the manufacturing wholesaler which he cannot resolve.

VAT covers the production point, as did purchase tax, and also the retail point. It is with this latter fact that both retailer and manufacturing retailer will be mainly concerned. The application of VAT to the retailer's margin is bound to affect the overall cost of the finished product, particularly where the margins take account of the

higher overheads, greater expertise and longer hours experienced by the mobile trader and ice cream parlour operator.

Detailed methods of accounting for VAT at the retail stage are still under consideration by Customs and Excise authorities, but if any member has a particular point of view to express in this connection, or requires information about any specific problem likely to arise out of his trading activities, he should contact his Association so that consideration may be given to the matter.

There is no doubt that value added tax will be on the agenda of every Divisional meeting later in the season, when members will have time to consider its application to their business.

Nutritional evaluation of food processing

OF all the food consumed in our modern society, at least 95 per cent is processed in some way or another, according to the preface of a mammoth work on nutritional values of foods published in the U.S. last year.*

Although written with the American market in mind, the facts shown on how nutritional values change with processing of food apply equally well to any country in the world, and every type of food is covered in 13 chapters, which are all written by specialists in their field. Subjects covered range from simple plant foods, over fruit and fruit juices, milk and milk products, cereals, meat, and to complete the work, sections on packaging and its effects, commercial storage and effects of large-scale food preparation are all discussed. Losses of nutrients in "home cooking" are discussed, and these would seem to suggest that the housewife has a lot to learn about cooking, if these losses are to be avoided.

Ice cream is only mentioned in one section, which, strangely enough, deals with enrichment of foods, and it would seem as if

legislation in U.S.A. permits addition of vitamin A to mellorine, which is the equivalent of our vegetable fat ice cream, and it is suggested that this same vitamin can be added to dairy ice cream as a constituent of butter, in the form of beta-carotene. One may well be entitled to ask whether the use of butter-fat in U.S.A. is enforced primarily because it is a possible source of Vitamin A: otherwise, why would it be suggested that it is necessary to add it to the vegetable fat?

This is an excellent book for the real nutritionist, and for food processors who are concerned with ensuring the best possible product, and it carries vast numbers of tables and such a mass of technical information, that any research library or laboratory engaged on fundamental food processing should really have a copy available. It is printed in good clear type, on a semi-matt paper, and the index is so well cross-referenced that it is an easy matter to find any subject almost instantly.

This is a book for the specialist rather than the ordinary reader who seeks a wider knowledge, and it must inevitably become an accepted work on food processing nutrition.

* *Nutritional evaluation of food processing.* Edited by R. S. Harris, Ph.D., and H. von Loesecke, S.B. Published by the Avi Publishing Co., Inc., Connecticut. Price: £8.75.



IGNORANCE IS NO EXCUSE

by TERENCE PROBERT

IT is not very often today that a case is encountered where a trader fails to appreciate the requirements of the heat treatment regulations, but a curious case recently investigated showed just this.

An ice cream manufacturer, who, incidentally, was no stranger to the trade, having been producing ice cream since the late 'forties, suddenly started to get a series of Grade 4 tests on his ice cream. In common with a number of my regular clients, this firm produced very little ice cream in the winter months, and therefore did not consider it an economic expense to have me take weekly samples, as I do all through the summer. When, therefore, my client telephoned me concerning these poor grades I was quite unable to do very much, as I had no comparable samples to check.

I was perturbed, however, to learn that the Local Authority samples were all being taken from the liquid mix in the ageing vat because it is quite a common fact that sometimes, particularly if not well agitated, liquid mix can give poor grades. I therefore wrote to the Local Authority on this point.

INSPECTOR'S VISIT

The next thing I learned was that the Public Health Department had sent along one of their inspectors, to watch my client's processing, and it was then that the point at which the poor grading results occurred had been traced.

All this was by telephone, but my client advised me that the inspector had found everything satisfactory until the cooling stage, where the temperature off the cooler was checked and the liquid was found to be running off at 70°F.!

This was bad enough, and I would have thought that my client would have been alarmed to know this. But to make matters worse, the inspector told my client to let the mix, still at 70°F., run into the ageing vat, and if the vat cooled it down to below 45°F. within 1½ hours, it would be satisfactory. Needless to say, this did not happen, and when the Chief Public Health Inspector called again at the factory in the late afternoon, the mix in the vat was still at 60°F., after some five hours. Then followed a really stiff letter from the Local Authority, and my client asked me to handle the matter.

LACK OF KNOWLEDGE

Firstly, I was appalled at the lack of know-how in ice cream technology by both my client and the local inspector in expecting an ageing vat actually to cool the mix, particularly 100 gallons.

The refrigeration supplied to an ageing vat is very small, and also the refrigeration is carried to the actual sides of the vat by an intermediary eutectic solution; these vats are designed to *hold* the mix at whatever temperature it is put in, although a slight drop of a few degrees is usually obtained.

The legal position under the Heat Treatment Regulations is quite simple to understand: the whole of a pasteurised ice cream mix must be cooled to a temperature not above 45°F., within 1½ hours of pasteurising, and shall be held below this temperature until required for freezing. Therefore, it is essential that the cooler itself shall be capable of cooling the entire volume of hot pasteurised mix to below 45°F., within 1½ hours, and then if this runs into the ageing vat, the limited refrigeration to the vat will hold it there, and

possibly reduce it about another 2-3 degrees.

This was the first point, to advise both my client and the Local Authority that the ageing vat would not cool the mix: as far as my client was concerned, I learned that he really did not understand the law at all, nor the essential points of the cooling.

RADICALLY WRONG

I knew the plant in this factory, and it was a 100 gallon per hour cooler, and therefore, if running normally, the homogeniser being of the same capacity, would pump 100 gallons of mix over the cooler in one hour or perhaps just a fraction longer than the hour. Under these circumstances the cooling was perfectly adequate, as I knew it had been for many years. Therefore, if the cooler was only bringing the mix down to 70°F. something was radically wrong.

After a lot of searching questions, the truth came out: my client had felt that an hour was a long time to spend watching 100 gallons of mix running over the cooler! In fact, he had speeded up the homogeniser by the very simple expedient of changing the size of the main drive wheel. I only found this out by asking how long it took to cool the mix, and I was told "between 35 and 40 minutes". Apart from any other consideration, it is a wonder that the homogeniser did not wreck itself by being run at something like twice its normal speed; my client was fortunate that he didn't even get a motor burn-out.

Now, to run 100 gallons of mix through in 35 minutes is equivalent to operating at about 170 gallons per hour; even at 40 minutes, the speed was about 150 gallons per hour. No wonder the 100 gallon per hour cooler wasn't working properly! My client argued with me for some time that the law only required him to cool within 1½ hours, which he was doing, but I pointed out that this related to the

temperature of the cooled mix as well as the time.

To add to the problem, my client pasteurised at about 160°F., but, just before he passed over the cooler, he deliberately raised the temperature to 190°F., because, as he put it, "the mix is thinner then and runs better". Not content with running too fast, he was adding to the trouble by making the hot mix hotter before trying to cool! I still wonder how the inspector could have allowed such processing—which is not envisaged in any Regulations.

So here was a simple explanation; for some reason this manufacturer had decided that he was wasting too much time over cooling, so does everything possible to speed it up—running faster and making the mix hotter.

WITHIN THE LAW

My client felt that I was siding with the Inspector, and said so, but my duty to a client lies not only in working for his benefit and defending him when possible, but also seeing that he acts within the law anyway; and if his processing is wrong, then he must be told. I therefore wrote a report, sending a copy to the Local Authority, setting out the details of the law and the actual processing of the mix, and stressing the need to operate plant within its loading capacity.

So far, I have heard nothing more and assume this means that the homogeniser is back to normal, and that samples are now showing satisfactory results. In such cases an adviser can be placed in an awkward position. If the facts that arise are against the client, often the client feels that he is being let down. But ignorance of the law is no excuse anyway, and surely it is better to be told how to rectify an error than to be left facing possible prosecution?

BOURNEMOUTH 1972

HAVE YOU MADE YOUR CONFERENCE BOOKING?

Apply to: General Secretary, 90-94 GRAY'S INN ROAD, WC1X 8AH

Towards Cleaner Food

BASIL CROWHURST M.R.I.P.H.H.,
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DISCUSSES THE REPORT OF A
WORKING PARTY SET UP BY THE
ASSOCIATION OF PUBLIC
HEALTH INSPECTORS

THE report of a working party set up two years ago by the Association of Public Health Inspectors to study food hygiene has been published under the title "Towards cleaner food", and it was launched at a reception held at London's Waldorf Hotel last month.

Mr. R. A. Hallett, chairman of the council of the APHI, welcomed members of the press and other interested parties, and introduced the working party's chairman, Mr. T. Steele.

After briefly reviewing the work of the committee which made up the report, Mr. Steele invited questions from the audience.

The main subject of discussion and concern was the catering side of the food industries, and this is made quite clear in the report. Meat products come in for considerable criticism, as do feeding-stuffs for farm animals, which, it is claimed, can and do carry salmonella organisms, which then find themselves into the animal carcase. Compulsory heat treatment of feeding-stuffs is recommended.

Ice cream is not mentioned except to say that controls such as are exercised over milk and ice cream should be extended to other foods, including strict temperature control at all stages of the "life" of the food.

Some statistics were given verbally to the

meeting, on the breakdown of food poisoning cases reported during 1970:

Hospitals	...	...	27%
Restaurants	...	...	15%
Canteens	...	...	10%
Institutions	...	...	10%
Schools	...	...	8%
Shops	...	...	6%

The balance of some 24% came from miscellaneous sources, including those food poisoning cases occurring in domestic kitchens.

"OPEN HOSPITALS TO INSPECTION"

It was suggested that the relatively high percentage of cases from hospitals should be regarded cautiously, as in hospitals the diagnosis of food poisoning was perhaps easier than in other establishments, and the figure quoted for hospitals was likely, therefore, to be more comprehensive. However, among the twenty recommendations from the working party is one to enable hospitals and indeed all "Crown" property, to be open to inspection by local public health authorities—at the moment, this is not so.

The report carries comment on the Manchester Corporation Bill which gave special powers to close unsuitable food premises, but the wording of the Act is criticised by the working party, and they simply make a recommendation that local authorities be given power, through magistrates courts, to secure prompt closure of any food premises where there is a contravention of Regulation 6 of the Food Hygiene (General) Regulations 1970.

TEMPERATURE CONTROLS

Another recommendation seeks to have the Food Hygiene Regulations amended to enable temperature controls to be applied to any food providing a good medium for the growth of pathogenic organisms, throughout its life and up to the point of sale to the consumer.

Controls are recommended for prohibition of food kitchens to be used for any other purpose than preparation of food, and legislation should be introduced to provide for prior notification to be given to public health inspectors of any proposed catering

by the organisers of outdoor events and special functions.

The question of mobile shops inevitably comes up again, and recommendations are made for the licensing of vehicles used for the preparation, exposure for sale, or sale of food for human consumption, and the premises on which vehicles are kept. The interesting point is that the word "licensing" is used, yet several years ago, in discussions between the APhi and the Ice Cream Alliance, whilst there was general endorsement of the idea of a "registration" scheme, it was not envisaged that this would give local authorities powers to exercise control, through "licensing", over mobile traders; rather was it anticipated that such a scheme would confine itself to ensuring that vehicles trading in any particular area were made available to the local health authorities for regular hygiene inspection. It is to be hoped that before any further approach is made to the Ministry, the APhi may be prepared once again to discuss this issue with representatives of the trade in an endeavour to take joint action in this matter if possible.

FAIR AND BALANCED REPORT

Altogether, "Towards cleaner food" is a fair and balanced report, and it was most interesting to observe that during the whole of the discussion and question time at the meeting no mention was made of ice cream—no one mentioned this subject in any context. A report in at least one well-known daily newspaper that ice cream, and particularly ice cream mobiles, had been criticised, does not accord with the facts and perhaps is a little wishful thinking on the part of the reporter concerned who, incidentally, at the meeting asked a number of pertinent questions about hospital catering, but nothing about ice cream.

The APhi working party have undoubtedly carried out a thorough review of the present-day situation in the food industries, and any of their recommendations which reach the Statute Book will no doubt improve hygiene standards in those quarters where needed; but it is still a matter of much debate as to whether or not the inspectorate have sufficient personnel to handle all the requirements they consider necessary.

NEW PATENTS

PUBLISHED SPECIFICATIONS, ETC.

Ice cream container. The lid of the ice cream tub is provided with a sachet filled with a liquid or powder flavouring for distribution over the ice cream prior to its consumption. A lug, or end of a pull tab, projects through a slot in the container wall for breaking the seal at the other, inner end of the sachet causing it to empty over the tub's ice cream contents.

France No. 1,588,967 P. Corcellet, Paris (France) (Filed 2-10-68; issued 10-9-70).

Domestic Ice Cream Machine. The supercooled, eg KC1-brine containing hollow copper drum with its internal segments or like divisioning, is cranked while submerged in the tank containing the ice cream mix; the ice developed at the drum surface is scraped off by a knife, for eventual consumption.

Austria No. 292,043 H. Hofer, Klagenfurt (Austria) (Filed 29-8-69; issued 10-8-71).

Milk treatment. Milk is treated with lactase produced by *Saccharomyces* sp. organisms to minimise the sandy texture of stored ice cream resulting from lactose crystallisation.

Japan No. 4147/71 Kyowa Hakko Co. Ltd. (Filed 15-5-68; issued 1-2-71).

Solenoid for quick-closing dispensing nozzles. The discharge nozzle of a whipped-cream or soft-ice dispenser is fitted with a solenoid comprising a spring arrangement so designed that a rapid, automatic nozzle operation is achieved.

Germany No. 1,482,678 Fa. H. Gaebelt, Bremen. (Filed 3-9-65; issued 17-7-69).

Insulating package. Heat insulating package for ice cream, ice confections, etc., is made from, e.g. "Styropor" (expanded polystyrene) and is moulded as a near-equal pair, each part comprising a bottom, back wall, and sidewalls with slope- or S-edges with the middle of the slopes or S-edges exactly coinciding when the two halves are nested.

Germany No. 2,113,961 Motta Spa, Milan. (Filed 28-3-70; issued 21-10-71).

Frozen-food package. Ice cream gateaux or like are placed on a flat base and covered by a dome, truncated cone, or pyramid-shaped lid made of heat insulating, e.g. expanded polyurethane or polystyrene. The base and the lid are shaped to permit easy stacking of filled packages, the lid incidentally, has springy, hook-like lugs or like engaging recesses in the base plate for ready assembly and dismantling.

Switzerland No. 497,323 R. Meiers Söhne AG, Künsten, Switzerland. (Filed 17-9-69; issued 30-11-70).

Report from the National Executive Council

The Council learnt with deep regret of the death of the wife of Past President W. A. J. Osborne, and asked that their sincere sympathy be expressed to him and his family.

LOCAL LEGISLATION

The Council endorsed the decision of their sub-committee to withdraw the Association's petition against the Bill promoted by the Greater London Council after a number of amendments had been negotiated which, although not meeting entirely the Association's objections to this Bill, safeguarded at least to some extent the interests of the membership.

The Council noted the outcome of the trade's petition against the "closure of insanitary premises" clause of the Coventry Corporation Bill, as reported in detail in the June issue of *IC & FC*, and endorsed their sub-committee's recommendation that no further action be taken with regard to this legislation.

The Council also authorised the general secretary, in liaison with the Ice Cream Federation, to approach the Ministry concerned with a view to discussing the position arising out of the increasing attempts by local authorities to promote their own food hygiene legislation without taking into consideration national legislation, including that already specifically applying to the ice cream trade. It was suggested that the Association of Public Health Inspectors, too, had an immediate interest in such legislation and should be contacted with a view to inviting their support for such an approach.

Negotiations with the promoters of the Glamorgan County Council Bill were also reviewed: on a number of minor matters agreement had been reached, but there remained outstanding the intentions of the promoters substantially to increase the fines for any breach of the ban on the use of chimes which applied in their area. Although the National Executive Council considered this to be unreasonable they reluctantly came to the conclusion that the issue involved was not of sufficient importance to warrant petitioning on this occasion.

LICENSING OF MOBILE SHOPS

The Council's attention was drawn to a review of Food Hygiene legislation recently published by the Association of Public Health Inspectors. In their report the Association had commented that the licensing of

mobile shops appeared to be desirable in order to ensure a better hygiene control over such vehicles. In this connection the Council recalled that for some time the Alliance had favoured the introduction of a scheme to bring mobile shops under the closer control of local health authorities, and had for this purpose suggested some years ago to the Ministry of Health a simple "notification" scheme.

It had, however, always been emphasised that this in the Council's view should not take the form of licensing vehicles; rather should it confine itself to a scheme whereby mobile traders operating in any particular area should be obliged to notify the local authority of their trading intentions and submit their vehicles for inspection to the public health authorities from time to time, in order that the suitability of the vehicle for compliance with the Food Hygiene Regulations could be confirmed.

It was suggested that liaison should be sought with the Association of Public Health Inspectors in order to compare views on the usefulness of such a scheme.

PRICE OF INGREDIENTS—WHEY POWDER

The Council noted a report of a recent meeting called by the Ministry of Agriculture, Fisheries and Food to discuss the need for the introduction of an import levy on whey powder. Minimum import prices for this product had already been established in 1971, but it had to date not been found necessary actually to impose an import levy. Now, however, it was reported that whey powders considerably below the current import price of £157 per ton were available from America and Canada, and home producers were asking that an import levy be imposed to safeguard their position.

Representatives of the Ministry expressed themselves satisfied that the time had come to consider the imposition of such a levy, although it had been argued by delegates representing consumers that no case of an immediate threat to the interests of home producers had been established. To date no order imposing a levy had been made.

ASSOCIATION'S ACCOUNTS FOR 1971/72

The Association's Accountants attended

the meeting of the Council and presented the income and expenditure accounts and the balance sheet for 1971/72. Their comments that the financial position during this year had shown an improvement over the previous year and could be regarded as satisfactory was welcomed by the Council, who agreed to adopt the accounts for publication in the Association's Year Book in September.

HEAD OFFICE STAFF—APPOINTMENTS

The Council noted that Mrs. P. Small had been appointed to fill the vacancy of shorthand typist/secretary which had been open at head office for some considerable time, and Miss S. Murray had been appointed as junior clerk to take charge of the Association's reception room, telephone and postal desk.

"ICE CREAM AND FROZEN CONFECTIONERY"

The Council received a report from their appropriate sub-committee on various technical problems which had arisen in connection with printing *IC & FC* and the Association's 1972 Year Book. After careful investigation the sub-committee recommended renewal of the contract with the present printers for *IC & FC*, and also asking this firm to produce the Year Book. Price increases in printing over the last six months had also been taken into consideration, but it had been found that the financial position of *IC & FC* was at present satisfactory and that no increases in advertising rates needed to be contemplated at this stage.

It was suggested however, that the cost for using "special" colours should be increased to advertisers, as the use of such colours invariably involved considerable additional work which was both time consuming and expensive. The rates for "special" colours will therefore in future be £22.50 for each such colour.

Non-members are to be charged £1.00 per copy for the Association's Year Book, it being understood that members of the Ice Cream Alliance will automatically receive a copy free of charge as in the past.

continued overleaf

● TRYING TO "CLARIFY APPROPRIATE DESIGNATION"
IN THE LABELLING OF FOODSTUFFS

● APPROACH TO THE MINISTRY OVER
EEC CONTROL OF EMULSIFIERS

● CO-OPERATING WITH LOCAL AUTHORITY
ON ROAD SAFETY CODE

NEC REPORT

—continued from previous page

FOOD AND DRINK INDUSTRIES COUNCIL

Attention was drawn to a recently-established Food and Drink Industries Council which was to represent the interests of the British food and drink manufacturers on the Commission des Industries Agricoles et Alimentaires (CIAA) when Britain became a member of the EEC. It was agreed that membership of this Council should be sought by the Alliance.

VARIOUS LEGISLATIVE MATTERS

During the course of their meeting the Council considered a number of matters arising out of current legislation, or likely to involve legislation in the future. In this connection, for example, the authorities are to be advised of the Association's views on proposed amendments to the Food Labelling Regulations of 1970 which aim at clarification of parts of the existing Regulations. For instance, it is sought to clarify the definition of "appropriate designation" by establishing firmly how the predominance of one ingredient over another should be expressed in the name given to the product on the label.

Legislation governing the use of condensed milk is under consideration with a view to extending this to cover a new product which has recently come on the market, and which consists of milk which has been concentrated by the removal of water, is unsterilised and has a storage life no longer than that of pasteurised milk. Although agreeing that there was no comment to offer at present it was considered that this might well be a product of interest to ice cream manufacturers, and that any development in legislation covering such a product should be carefully watched.

An indication that proposals for the eventual control of the use of liquid freezants of

foods were under consideration was noted, together with a report from the Association's technical consultant on this subject. It was agreed that whilst of little immediate importance to the ice cream trade this was an area in which developments might well eventually lead to the adoption of new manufacturing methods by the ice cream industry; any legislative proposals in this connection would therefore have to be carefully studied.

Asked to comment on some E.E.C. proposals for the control of emulsifiers and stabilisers in foods the Association's technical consultant reported that generally speaking comments on these proposals already submitted by the Food Standards Committee appeared to safeguard the trade's interests in this connection, and that representations were only required on a number of minor points. An approach in this connection to the Ministry concerned was authorised by the Council.

ROAD SAFETY CAMPAIGN

It was reported to the Council from the South West England Division that in discussions with representatives of the Swindon Borough Council who were responsible for organising a local road safety campaign, agreement had been reached on a road safety code which was being brought to the notice of all mobilisers trading in this area, and which was also to be used in a road safety campaign to be conducted through advertisements in the local paper.

In this connection the Alliance had been asked to associate themselves with this effort by permitting the use of the Alliance emblem in conjunction with the emblem of the Borough of Swindon and their road safety symbol in the advertisements. Agreement to allow the emblem to be used in this way was given by the Council.

If you are thinking of modernising...

FINLAY KERR helps to guide you through some of the legal pitfalls you may encounter

ARE you proposing to modernise your shop premises which will involve the carrying out of building works or structural alterations? If so, are you aware that these works may require approval from your local authority under the Building Regulations? These are the Regulations which are enforced by all local authorities throughout the whole of England and Wales with the exception of the Inner London Boroughs which have their own building laws (The London Building Acts). Unfortunately, it is so easy to forget, or assume, that the works you are contemplating do not require permission and then later find that you are in trouble with your local authority for carrying out unauthorised works. The purpose of the Regulations is to safeguard public health and safety.

BUILDING REGULATIONS

Generally speaking, the Building Regulations apply to all works involving the erection of new buildings, extensions to existing buildings, structural alterations and the installation of sanitary fittings and certain types of heating appliances (e.g. in connection with central heating). They also apply to buildings where there is to be a "change of use", for example, to use a dwelling-house as a shop, even although there may not be any structural work involved.

The procedure which has to be adopted in order to obtain building permission is not very complicated. The first thing which has to be noted is that plans must be prepared to show what you intend to do. These plans are required not only for the benefit of your builder (or private workmen) but also to

enable your local council to check your proposal for compliance with the relevant regulations.

Many people are under the impression that building plans must be prepared by a qualified architect or surveyor. This is not the case. If you are capable of drawing out the necessary plans in an intelligible manner then there is no reason why you should not do so and save yourself some expense. Obviously, if your scheme is an elaborate one then you may have to consider engaging expert help.

The amount of information and detail which you will be required to show on your plans will, of course, vary according to the size and importance of your proposal. There must, however, be sufficient detail to enable your proposal to be properly examined. If your plans are badly prepared or lack essential information then they will probably be rejected and delays are bound to result before you are able to proceed with your scheme.

Once your plans have been prepared they should be deposited at your local council offices along with the appropriate application forms. After the usual documentation they will be thoroughly examined and if everything is found to be satisfactory they will be recommended for approval. On the other hand, if they indicate that you will be contravening the Building Regulations then your plans will probably be rejected although it is usual for applicants to be given an opportunity of amending their plans if the contraventions are not too serious.

continued overleaf

Most people are often anxious to know how long it will be before they can expect a decision to their application. The answer to this question will depend mainly on the administrative set-up of the local authority concerned. Some councils have monthly meetings to consider building applications while others may have fortnightly meetings. There is, however, a statutory period laid down within which you should receive a decision. This period is five weeks from the date of submission although it can be extended to two months at the request of the local authority and with the written consent of the applicant.

When approval has been granted under the Building Regulations you will then be able to commence work assuming, of course, that you have complied with all other relevant laws.

At certain stages during the progress of the job you will be required to give notice to your local authority in order that the council building inspector/surveyor can call to inspect your work to ensure that it is being done in a satisfactory manner. If you are employing a builder then make sure that he is made responsible for giving the required notices.

The various stages at which notices are required to be given are usually at the commencement of the job, excavations for

foundations, concreting of foundations, laying of a damp-proof course, laying of site concrete, laying of new drains, testing of drains and on the completion of the job. Most councils issue inspection postcards or slips for submitting at the appropriate stages. Don't ignore these notices or attempt to cover up work before it has been inspected otherwise you run the risk of being ordered to open up the hidden work at your expense.

If your local authority refuses to grant approval under the Building Regulations don't imagine for one moment that there is nothing more you can do. If you feel that the requirements of the Regulations are far too onerous for the job you are proposing then you are perfectly entitled to apply for the relaxation of the Regulations you are contravening. There are special forms available for this purpose and these can be obtained at your local council offices. A few of the Regulations can only be relaxed by the Secretary of State for the Environment (formerly the Minister of Housing and Local Government) but the majority can be relaxed by the individual local authorities.

Finally, if you are in doubt about whether or not a proposal you have in mind requires approval under the Building Regulations it is advisable to check beforehand. Discuss your proposal with the local building inspector/surveyor who will be able to tell you if your scheme requires permission. Remember, he is there for your benefit so make full use of his services and knowledge.

NEW PATENTS

PUBLISHED SPECIFICATIONS, ETC.

Dispensing Mechanism for Ice Cream Bars. Compact, yet high-capacity vending machine for ice cream bars comprising a number of endless conveyors nested one within the other to deliver a wide selection of bars, dispensing them at a common access opening. The conveyor power-drive is located on the door, i.e. at the front, thus, without interfering with front-loading the article conveyors, these become exposed when opening the loading door.

England No. 1,235,400 *The Vendo Co., Kansas City, Miss. (USA)* (Filed 6-8-69; issued 16-6-71).

Honeycomb Ice Freezing Moulds. The multiple, plastic-film lined mould cells are castellated to ensure the filling liquid reaches a common level. This liquid is fruit puree, ice cream mix, or like and, after freezing a complete set, this "slab" is easily handled, and one or a group of portions thereof can readily be detached by tearing the inter-connecting film on breaking off, the remaining portions then returned to the freezer moulds.

France No. 2,041,005 *G. A. M. J. Wambergne & P. M. Boutant, Yvelines (France)* (Filed 23-4-69; issued 26-5-71).

Shaping of Foodstuffs. Frozen foodstuffs, like lollies, are formed in a mould which is, at least partly, composed of ice.

South Africa No. 69/5484 *Unilever Ltd.* (Filed 5-8-68; issued 1-2-71).



We say we offer the best range of ice cream ingredients. Make what you like of it.

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condensed milk and concentrates. Anything that comes from milk, after all, must come best from Britain's biggest dairy name. Try us. Write to Graham Rogers, Sales Manager, Unigate Foods Ltd., Industrial Section, Trowbridge, Wiltshire.

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BIGGER TAKE-HOME PACKS

Extending their take-home range, Midland Counties have now introduced a one-litre pack. Flavours available are dairy vanilla (35p), raspberry ripple (29p), and vanilla (27p). The reclosable packs have been designed to store comfortably in home freezers and most domestic refrigerators.

Also new to their range are tutti frutti and rum-and-raisin family bricks, both priced at 17p.

FILLING SYSTEM ON SHOW

Mather & Platt Ltd. have announced that they will be demonstrating their Akra-Pak plastic pneumatic filling system—which incorporates an automatic container dispenser, filler, lidder, sealer, and top or bottom coder—at their Radcliffe, Manchester, works daily from 10.30 a.m. to 4 p.m. from Monday 14 August to Friday 18 August.

This will be the first time that this equipment has been seen in the U.K., although it is in wide use in North America. Models are available to give a maximum fill product from 30 c.c. up to 3840 c.c., and the equipment will handle an almost unlimited variety of products ranging from thick slurries to water.

Tickets for the exhibition are available from Mr. R. C. Bell, Mather & Platt Ltd., Food & Packaging Machinery Division, Radcliffe, Manchester M26 0NL. Telephone 061-723 2641.

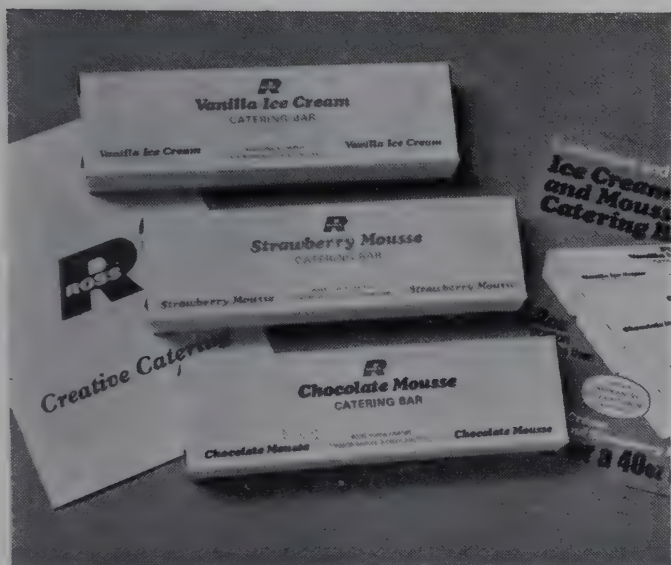
TRADE



AN EASY MOVER

A large wheeled plastic container could have many uses in an ice cream or frozen food factory—among its many advantages are its ease of keeping clean and the fact that it will not rot. The version illustrated is called the U.1001 model, and is marketed by WCB Containers Ltd., of Stalybridge, Cheshire. It has a capacity of 10.5 cu. ft.

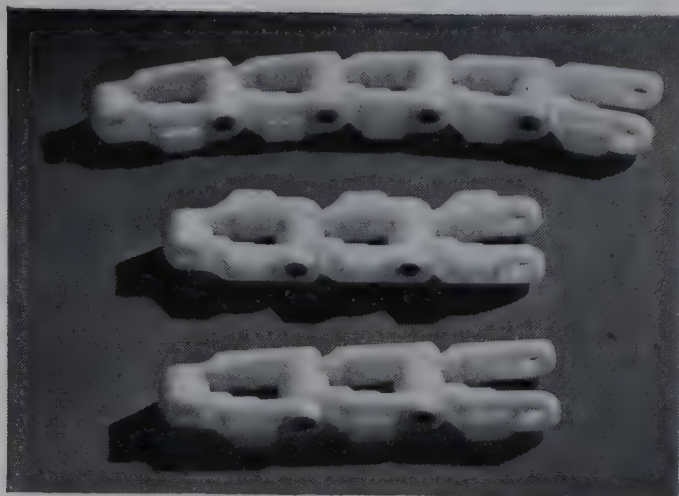
NEWS



DESSERTS FOR CATERERS

Ross have launched nationally three new dessert products for caterers—vanilla ice cream catering bars, chocolate mousse catering bars and strawberry mousse catering bars.

Each bar, of 40 fl. oz. is packed in a white carton perforated in 12 sections for easy, hygienic and profitable portioning. The bars are packed six to a case priced at £1.44, giving a portion cost of 1.2p. The new products are made in the Ross Tudor Dairies factory at Henley in Arden.



LIGHT-WEIGHT CONVEYOR

Duratrak conveyor chain is a plastic production from AES Plastics Ltd., of Nelson, Lancs. Used in pairs, it is suitable for transporting large packages of over one cubic foot in size, or trays, kegs or pallets.

The white chain runs with a minimum of noise and is not likely to cause damage to the goods in transit. The recommended maximum running load is 1,200 lbs and it has a tensile strength of 2,000 lbs. Any section can be easily and quickly replaced.

The light weight of the chain produces a saving in power consumption compared with the malleable iron variety. Another advantage is that it has specially-elongated slot fixing for pins which prevents rolling on corners and allows the chain to go around a 22 inch radius without "riding up".

FREEZER TAPE

A new product from 3M aimed directly at supermarkets and housewives who own freezers is Scotch Freezer Tape, which is designed for sealing food bags and containers. An air-tight seal helps to ensure that the quality, flavour and the nutritional value of the food to be frozen will remain unimpaired, say the company.

The paper-based tape has a specially-formulated adhesive that is effective throughout the freezing process. It is said to be easy to handle and conformable, bonding well to freezer paper, foil and film.

The recommended retail price per 25m roll is 30p.

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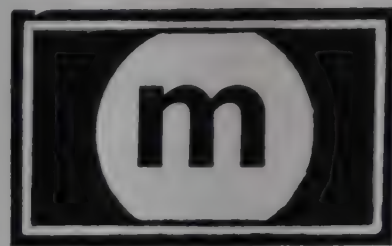
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Canada's ice cream king

by SUZANNE ZWARUN

A DAIRY salesman talked Jimmy MacKay into going into soft ice cream a dozen years ago. The dairy long ago went out of business and Jimmy, too, has gone out of the soft ice cream business. But he and his hard ice cream are turning Cochrane, Alberta, into the hard ice cream capital of Canada.

Cochrane is a quiet little town north of Calgary. It used to be on the highway to the tourist mecca of Banff, then a new highway by-passed the town. Jimmy MacKay, owner of the town's general store since 1948, found business slipping. He was ready, he says, to grasp at anything that would plump up his income. When the dairyman said soft ice cream was the business of the future, Jimmy agreed to give it a try.

But from the first, people wanted hard ice cream.

In fact, they wanted so much hard ice cream, Jimmy had to start making his own. Today, on a Sunday—his busiest day—Jimmy has an average of 1,500 customers, more people than live in Cochrane, which has a population of only 1,200.

In the beginning, ice cream occupied a small nook in the general store. Jimmy devised a recipe—one that's still secret—and arranged for a commercial dairy to supply him. By 1965, he had so many customers he decided to start making his own ice cream—the hard way, he says, by experimenting.

"There didn't seem to be anyone around here who could show me how to make ice cream so I just used the best of ingredients and tried a few things."

He still uses "only the best" and figures that's one reason so many people are willing to drive the 15 miles from Calgary for an ice cream cone. Most of his customers come from the city and they aren't going anywhere except to Jimmy's. He says he's just a pleasant afternoon or evening's drive away from the city, through scenic country, and there's something to do at the end of the trip—eat ice cream.

But people have come from farther than Calgary for a cone. Since last August, his guest book has recorded visitors from all parts of Canada and the United States, from the British Isles, Germany, Denmark, Japan, South America, the Northwest Territories and Poland.

MAPLE WALNUT IS TOPS

Jimmy keeps 37 flavours on hand all the time, including a weekly special, and he can make another 34 on request. Most of the flavours "just sort of happened", usually at a customer's request. Maple walnut is the current tops, followed by chocolate, then vanilla. Other favourites include a conglomeration called chop suey, one with a wad of real bubble gum in it, pink liquorice and macadonia nut. Pink confetti, with crushed candy in it, was inspired by a customer on her way home from a wedding—it's a big favourite. Even dill pickle ice cream has sold; originally requested by a pregnant woman, the stuff caught on with the non-pregnant too, Jimmy says in surprise.

The ice cream freezers and counters have now taken over most of the store, although Jimmy keeps the grocery line to steady business in winter. When the temperature drops to 40 below, ice cream customers drop too—only about 300 come in on an average winter Sunday. He's open every day of the year except Christmas and New Year, and evenings, too, in summer. On summer weekends, he has eight girls scooping up ice cream, and they're still not getting people served fast enough—another expansion is in the works.

MacKay's is probably the busiest general store in a small town anywhere—and Jimmy did it without a single advertisement. With ice cream, word of mouth is enough, he says.

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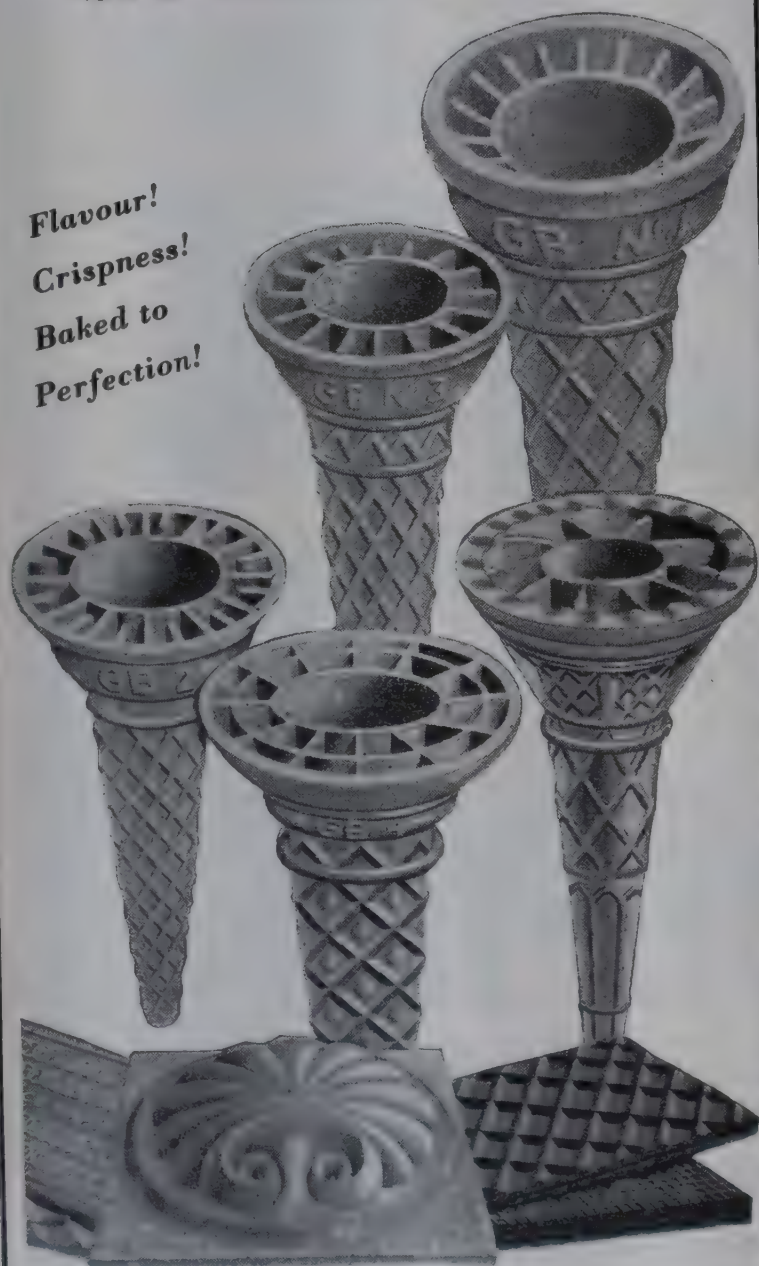
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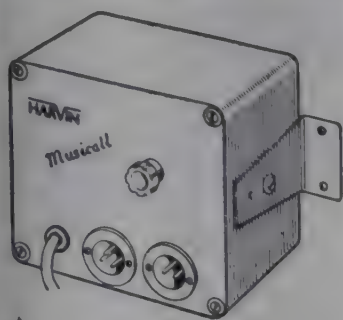
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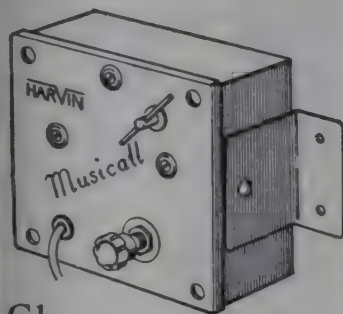
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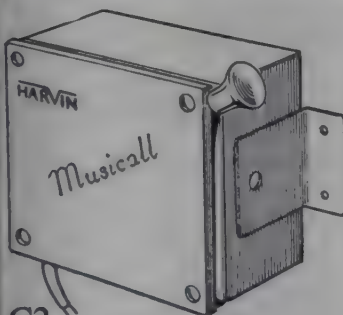
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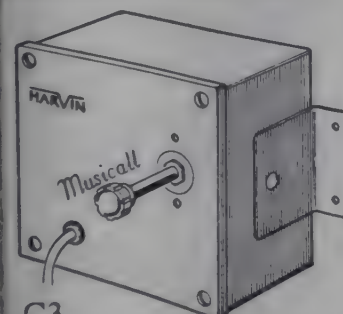
A



C1



C2



C3

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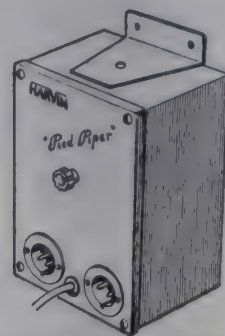
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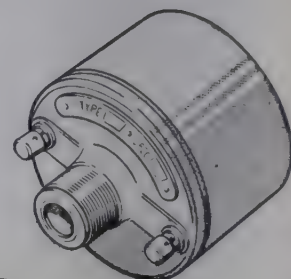
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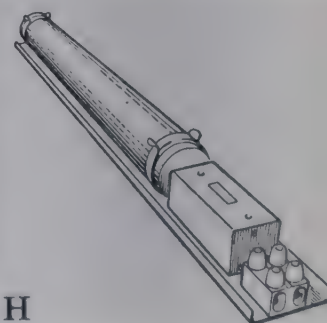
B



D



E



H

PRICES

25 watt Chime Set complete	£45.06
15 watt Chime Set complete	£39.06

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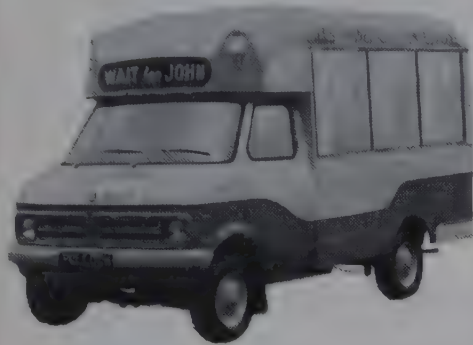
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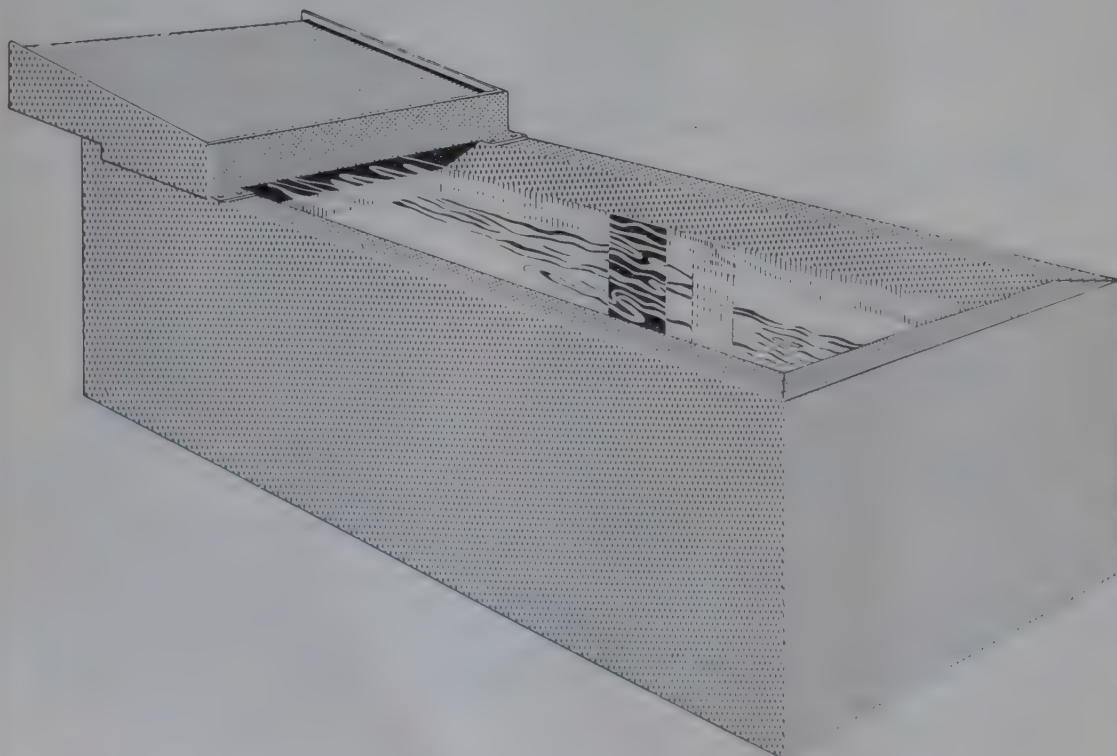
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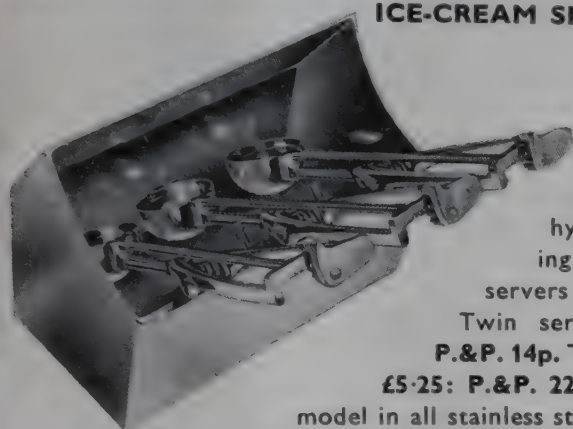


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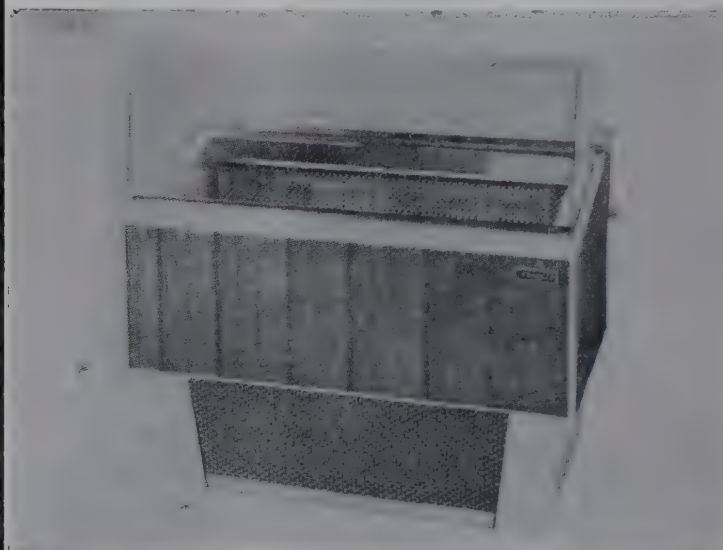
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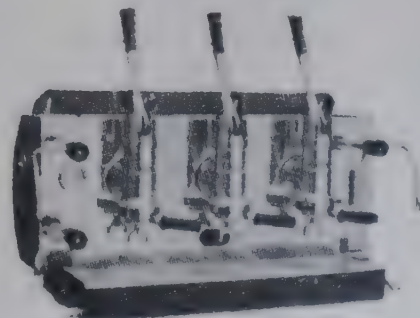
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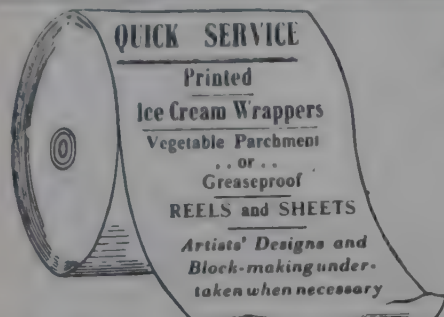
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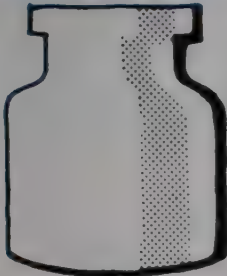
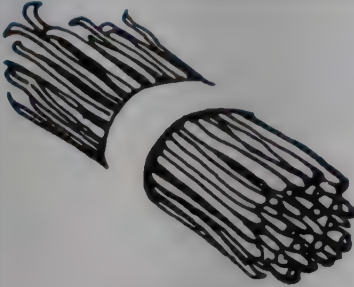
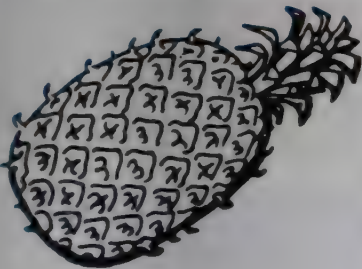
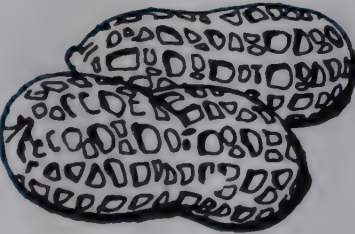
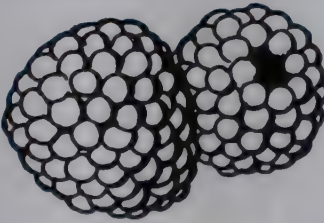
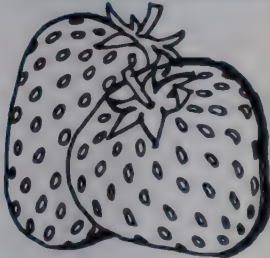
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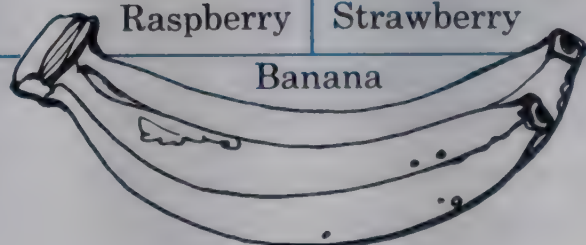
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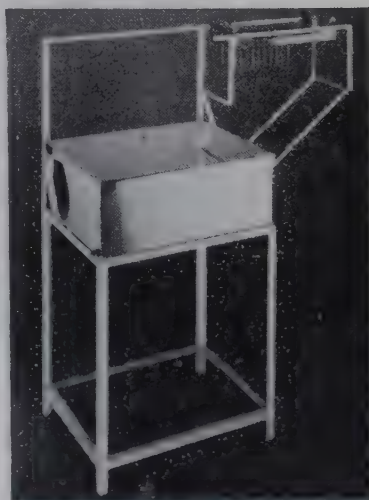
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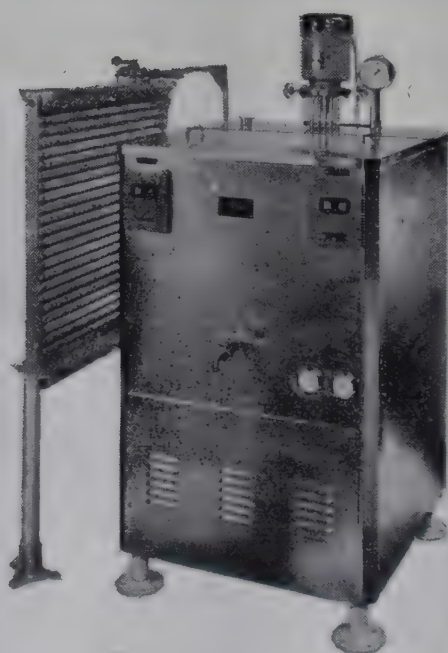
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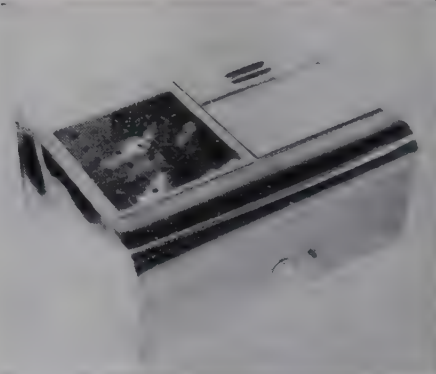


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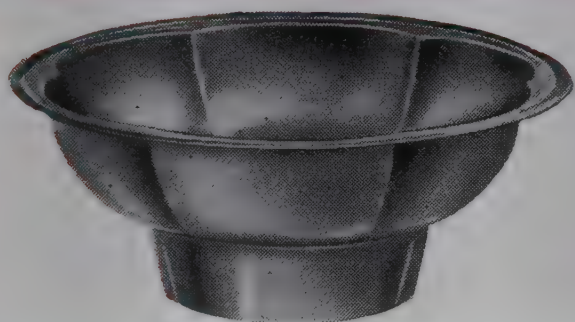
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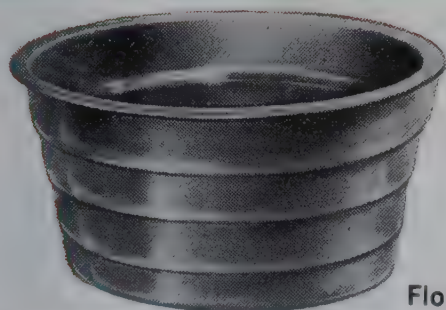
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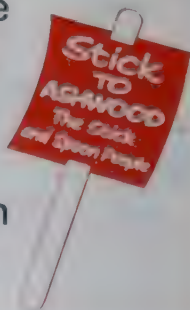
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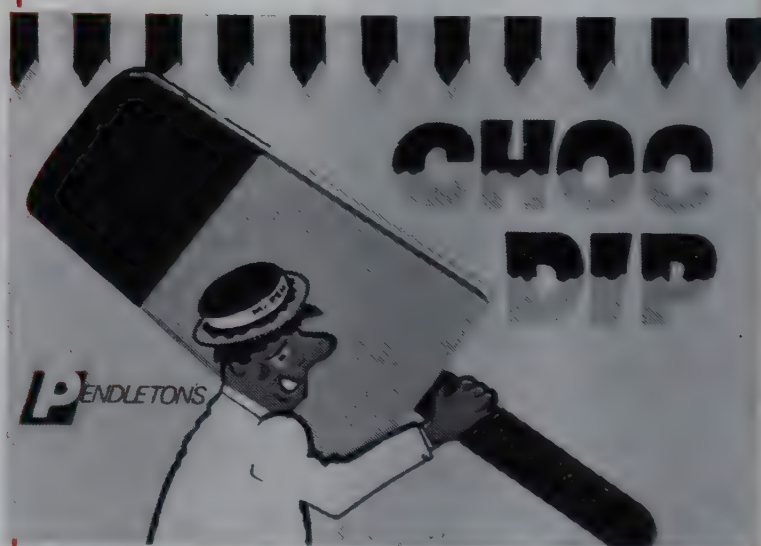
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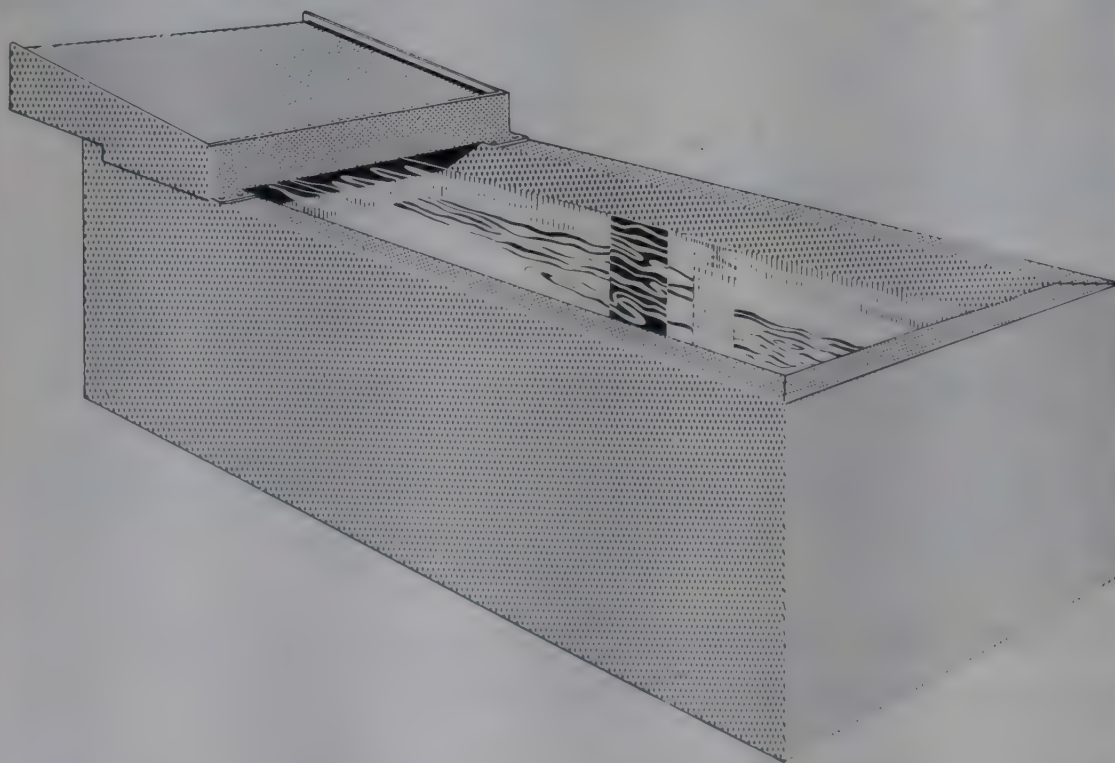
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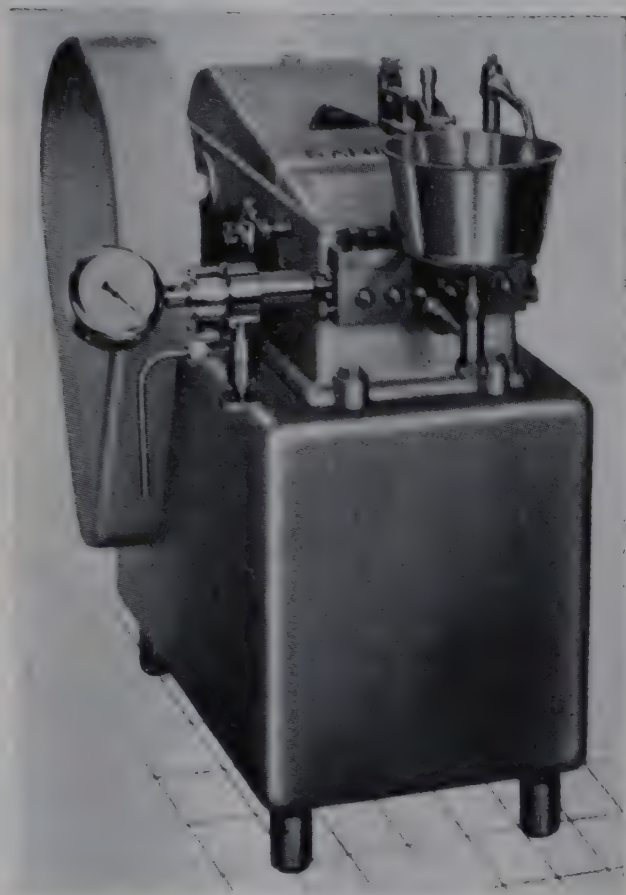
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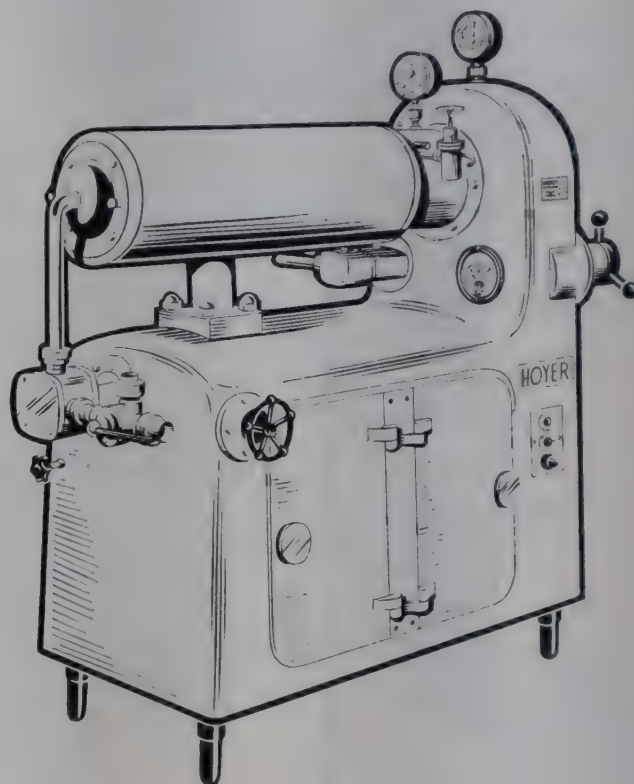
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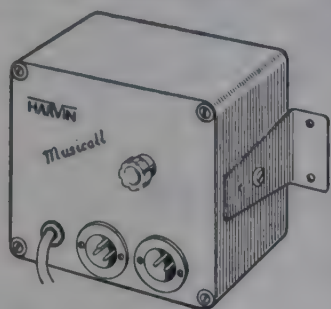
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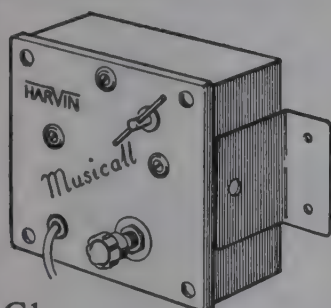
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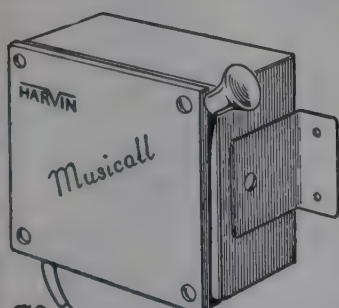
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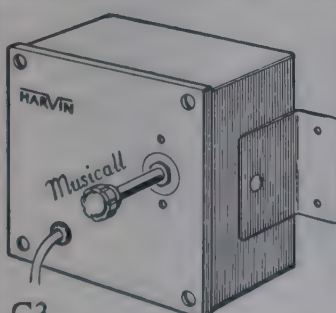
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C1



C2



C3

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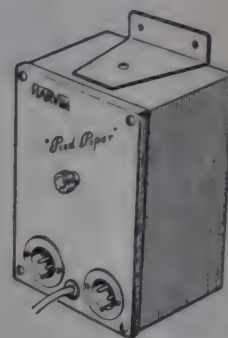
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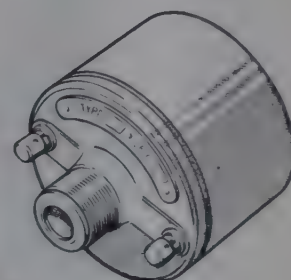
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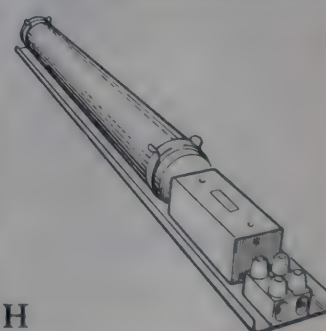
B



D



E



H

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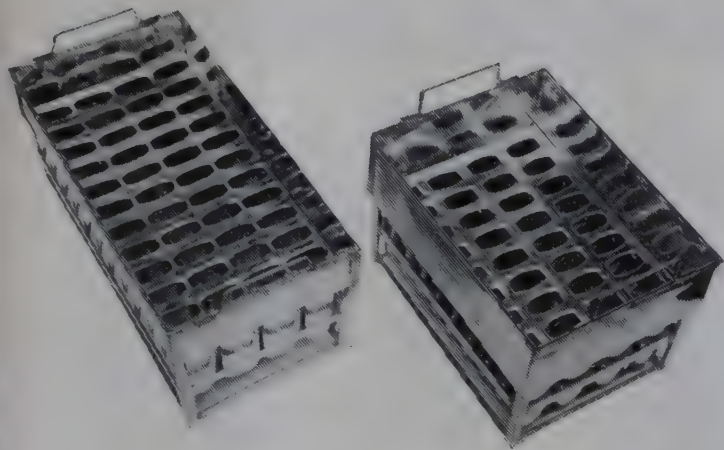
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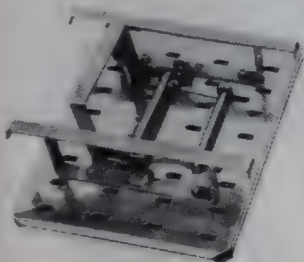
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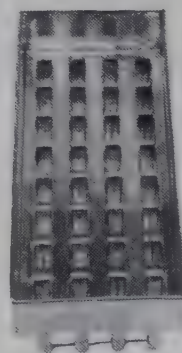
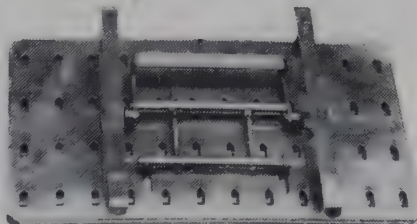
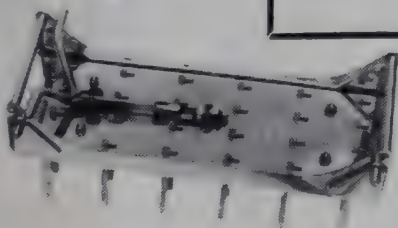
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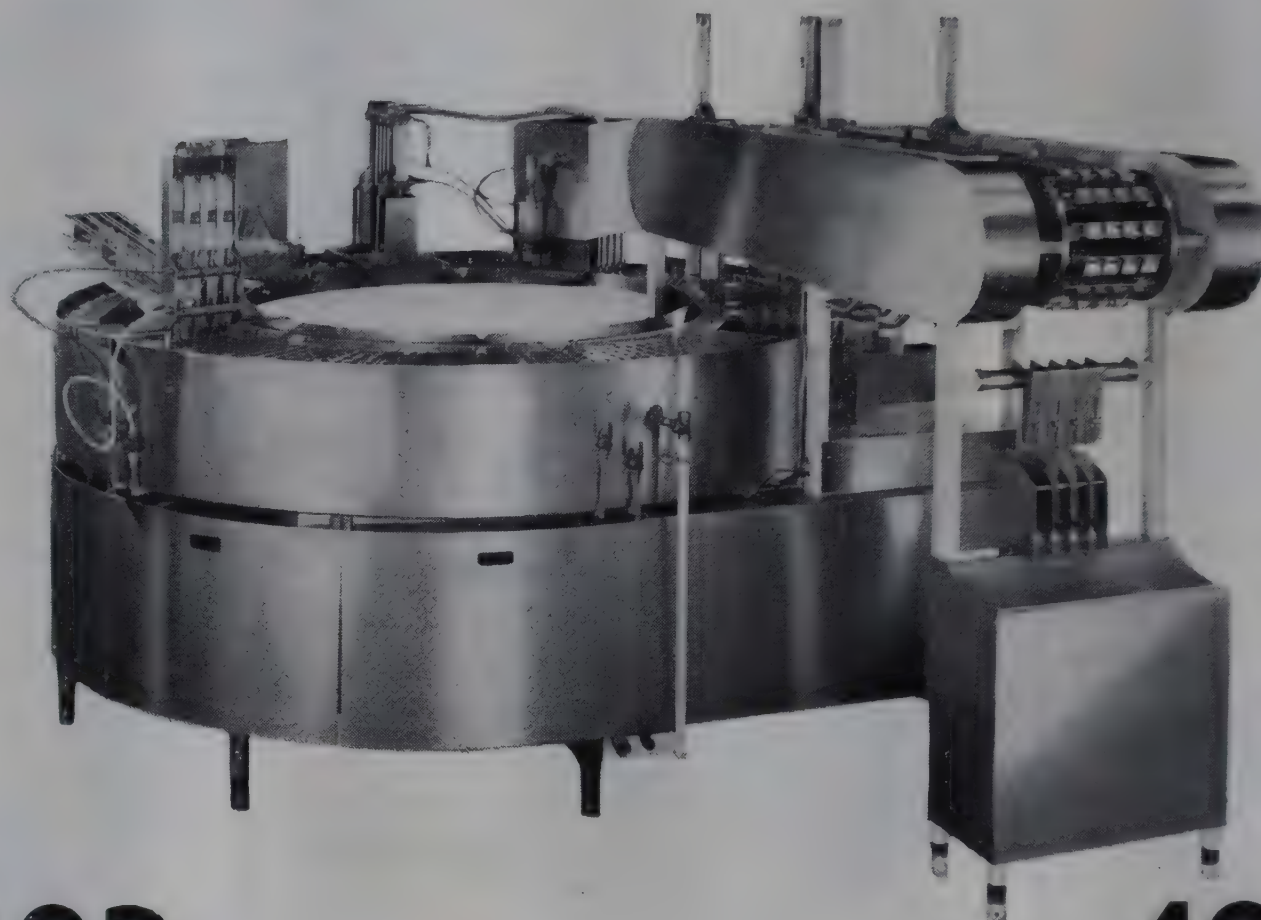
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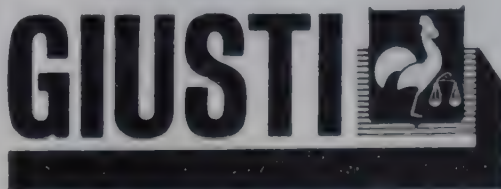
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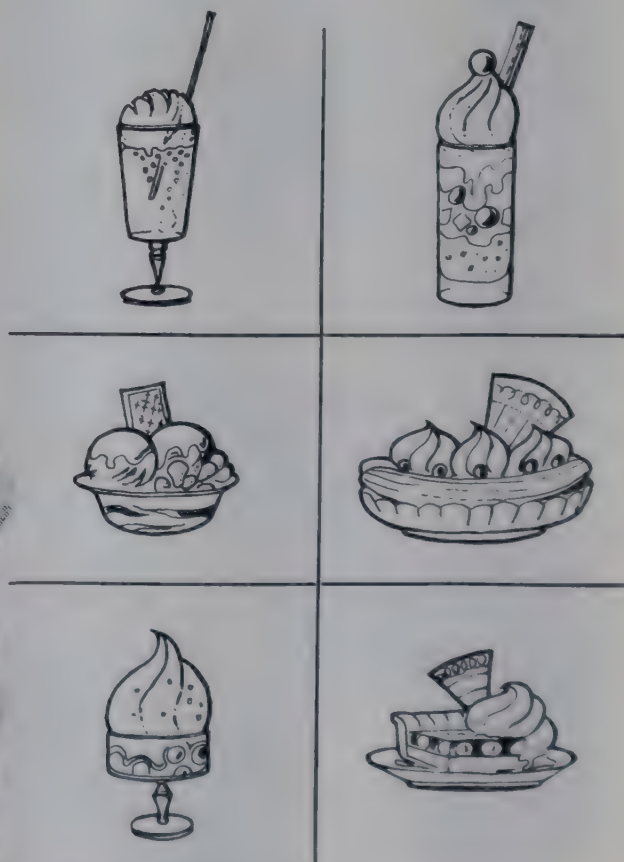
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ICE CREAM

and FROZEN CONFECTIONERY

Official Journal of the Ice Cream Alliance and the
leading magazine of the British ice cream industry

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Editor : Peter Hewitt
Advertisement Manager
George East

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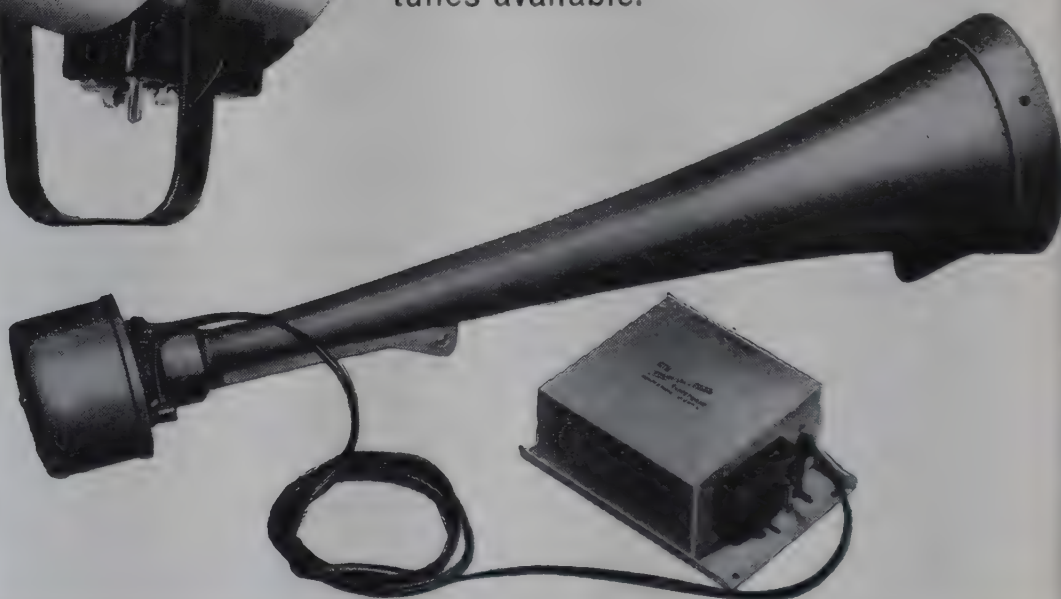
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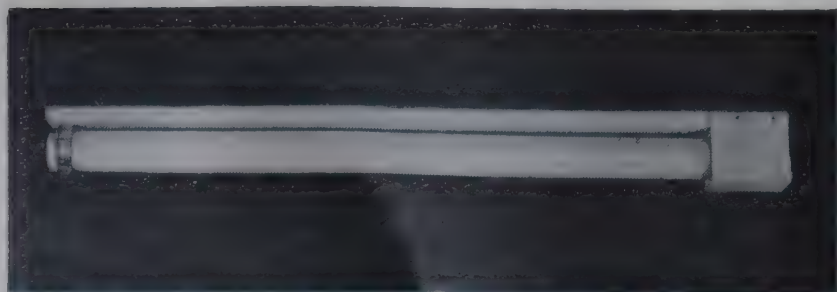
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ICE CREAM

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TOPIC IN THE NEWS

BEGGING THE QUESTION

IF proof was wanted on just how unreasonable is the Government's attitude in rejecting the claim of the ice cream industry that its products be afforded the same taxation treatment as foods generally, and not be singled out for the kind of tax discrimination to which it is presently exposed, this is surely contained in the answer currently being given by Treasury spokesmen to Members of Parliament who have raised this issue.

Deliberately avoiding dealing with the specific question as to why ice cream cannot be granted zero rating under VAT, they switch the issue to include the entire range of purchase tax-liable foods, and having thus chosen a different proposition entirely give the impression that to meet the trade's request would involve a revenue loss of £110 million and therefore of such proportions as to affect significantly the standard rate which it is proposed to apply when VAT is introduced.

A LAMENTABLE LACK OF KNOWLEDGE ABOUT THE TRADE

In fact, the contribution to the revenue made by ice cream is more likely to be about 1/10th of the figure quoted by the Treasury, and its effect on the standard VAT rate accordingly far less significant than implied. The answer goes on to juggle with figures which equate the current 18 per cent purchase tax rate to a retail equivalent of 12½ per cent on the same product; and then uses this to claim that a VAT rate of 10 per cent would show a reduction of tax on such products. But such calculations are pointless unless they take proper cognisance of realistic retail margins as they have been established in practice, and here clearly the Treasury shows a lamentable lack of knowledge of the ice cream retail trade.

THE TREASURY'S FAILURE TO MAKE OUT A LOGICAL CASE

Totally ignored, too, is the trade's case against the extra incidental taxation to which its products are exposed every time price increases have to be made, and the recent dramatic advance in the cost of dairy products has made this inevitable. There are other foods, of course, which have to pay the higher costs of these ingredients, and accordingly adjust their prices. But none of these have, in addition, to make allowance for taxation which the Treasury will obtain for itself as an incidental bonus.

The Treasury's reply to the case of the ice cream industry for relief from VAT to bring it in line with other foods with which it is in immediate competition is really not good enough. At best it shows a strange inability to appreciate the facts so repeatedly placed before them; at worst, it can but prompt ice cream manufacturers to ask whether those at the top care at all about fairness when deciding on their taxation policies.

IN MY VIEW

● TOURISTS FLEECE—OR ARE THEY?

MISS Joan Hall, a Conservative M.P. who is reported to be a former waitress, caused quite a rumpus in the House during a short debate on tourism when she claimed that tourists in London were being fleeced—and the worst offenders were hot dog vendors and ice cream salesmen.

The worst area was around Westminster itself, said Miss Hall, where two ice creams had cost one hapless foreign tourist £4.99. This was reported to her by "the local authority people in Westminster", who said that the vendor had refused to give the tourist any more change. "There are incredible cases of abuse by unlicensed street traders in the area of Westminster," she said.

Naturally, several newspapers picked on this story, notably the "Daily Express", which sent its reporter Hardy Clarke, who is obviously a master of disguise, out on the trail.

Posing as an American, a Frenchman, and a German, he made the rounds of the ice cream and hot dog stands. He was charged 5p too much for a hot dog, 5p too much for an ice cream, and a hamburger cost him £1.50. On other stalls he paid 40p for a pound of peaches and £1 for a 30p street map. In other words, he said, he was "diddled all down the line", but recalls that on a visit to Munich two years

ago he paid about £4 for a bus ticket . . .

Anxious not to be left out of things, reporter Ivan Waterman, of the London "Evening Standard" (which is, of course, one of the "Express" papers), pulled exactly the same stunt. Claiming to be a French tourist, and accompanied by two small girls, Mr. Waterman tried hard to provoke a number of street traders to wrong-change or overcharge him.

And what did he find? "While ice cream might be expensive in the back streets of London's West End, the vendors had proved themselves, by and large, perfect salesmen".

One of the salesmen he encountered asked him not to lean over the ice cream tubs while he was smoking. "Hygiene and efficiency seem to go together," he reports. In Kensington's museum-land, "where I could find nothing but honesty", Mr. Waterman tried his 50p trick again, asking if it was enough for a 10p cornet. Once again he got his correct change.

We must, of course, believe the "Express" man who reports that he was rooked, just as we believe the "Standard" man who met hygiene, efficiency and honesty. What it goes to prove is that there are dishonest people to be found in the ice cream trade. Just as there are in every other walk of life.

● OBITUARY

IT is with regret that I record the death of Mr. Frank Davis, of South Shields.

Born in 1894, he was in the ice cream trade for just on 40 years, having started with the old pedal trikes. His son Frank took over the running of the business after the war, and together with brothers Stan and Norman traded under the name Davis Bros.

Mr. Maule, of the Northern Division, tells me that the business is now a thriving one, and the brothers run nine salesvans, replacing at least one of them every year.

I have also heard of the death, in a Leeds hospital, of Mrs. Luigia (Louise) Greco who died on 8 August following a short illness.

Born in Arpino, Italy, on 1 June, 1900, Mrs. Greco was the widow of the late Mr. Liberato Greco, who died in 1969, and was the last surviving member of the original founders of the family business, Greco Brothers Ltd., of Middlesbrough.

Mr. Liberato Greco founded the business and, four years later, was joined by his brother, Mr. Antonio Greco, who died last year.

Mrs. Luigia Greco, who married Liberato in Italy in 1919, is survived by her two sons, Joseph and Anthony, and a daughter, Mrs. Hilda Rovardi.

by Scoop

● LEARNING ABOUT VAT

A SPECIAL programme about value added tax, directed at retailers and small traders who will have to register with Customs and Excise as taxable traders, is to be shown on BBC-1 on Sunday, 24 September.

The 35-minute programme, called VAT Special, contains a detailed outline of what the tax is and how it works. A section deals with who has to register with Customs and Excise, and when, and another section outlines some of the accounting procedures that taxable traders will be using after VAT is introduced next year.

Film copies, in 16mm, will be available for hire immediately after the transmission, from Films Division, Central Office of Information, Hercules Road, Westminster Bridge Road; SE17 7DU.

● AN INVITATION

THE British section of the Institute of Food Technologists has arranged a talk on Carbon Dioxide in the Food Industry, by Mr. Colin S. Ennis, and an invitation to attend is extended to all who have an interest whether they are members of the Institute or not.

The talk, which will be followed by a buffet supper, is arranged for 18.00 hrs on Thursday, 19 October, at Devonshire

House, Mayfair Place, Piccadilly, and anybody who is interested in attending should apply for a ticket from the Hon. Secretary, Institute of Food Technologists, Cotswold House, Westhorpe, Sibbertoft, Leics., before 16 October.

Mr. Ennis will describe, with demonstrations, the physical and chemical properties of carbon dioxide and will examine its use in various sectors of the food and drink industry.

● STUDY TRIP TO JAPAN

THE Bundesverband der Deutschen Süsswarenindustrie plan an interesting study trip to Japan to inspect the Japanese ice cream industry which has made tremendous progress during recent years.

The trip is planned for 16 days either in November 1972 or March 1973 and the maximum cost is estimated at DM.4,000. This will include all travel during the trip, hotel accommodation in twin-bedded rooms, with breakfast and one main meal. Experienced guides will be available for professional and touristic excursions.

The B.d.D.S. are anxious to assess the likely response and have extended an invitation to colleagues in Britain to join the party, and anyone interested should communicate with the Editor, *Ice Cream & Frozen Confectionery*, who will pass on the information.

● READY FOR THE SPRING

JUST now, with the focus of attention very firmly fixed on the Association's conference and trade show at Bournemouth, next spring seems to be very far away indeed.

But I've had a reminder from Mr. Rodney Relph to say that the Spring Trade Show which he has organised so successfully in recent years will once again be held in 1973.

The dates have been fixed for 6-8 March and the venue will once again be the Trentham Gardens. And once again the timing has been fixed to coincide with the annual dinner dance of the North Staffs. Branch of the Alliance, to be held at Clayton Lodge on 7 March.

For further information about the trade show please contact Mr. Relph at 9a Heathfield Road, Kings Heath, Birmingham, and tickets for the dinner dance should be obtained from Mr. G. A. Large (telephone 0782 25437).

In the meantime—see you at Bournemouth!

SCOOP

continued overleaf . . .

SCOOP *continued from previous page*

● JAPANESE SEE FOR THEMSELVES

IT'S gratifying when an invitation, genuinely extended, is taken up—and even more so when it is repeated.

Last year, when Mr. Dick Coletta was in Paris for the international ice cream competitions being held as part of the French Ice Cream Association's annual conference, he met a number of members of the Japanese delegation who were obviously impressed by what they had seen in France.

Not to be outdone, Mr. Coletta promptly suggested they have a look at the British industry, and invited them to his factory at Stamford Road—an invitation, it must be admitted, that must have been reinforced when the Japanese heard the result of the international competition, in which British manufacturers swept the board.

And so some of them visited the factory on their way back to Japan last November, and promised they would return on another occasion. Recently they did just that.

They brought with them some catalogues showing various ice cream products and Mr. Coletta

says that the range looks most impressive, but does not seem to include stick confections or take-home packs: rather they seem to concentrate more on ice cream novelties. Perhaps this explains why they were particularly interested in the carton filling machines at the Coletta factory.

Incidentally, Mr. Coletta tells me that he has a very packed

programme between now and the Bournemouth conference. First, he's going to Frankfurt for the Dairy Engineering Exhibition: in particular he wants to see a demonstration of a Big Drum filling machine which he is contemplating ordering. Then he's off to the United States for the Atlantic City dairy exhibition, arriving back just in time for Bournemouth.

What about a visit to Japan? "I'll have to think about that one," he says.



Tasting for themselves: members of the Japanese party sample Coletta ice cream (above). Second from right is Mr. Tony Coletta.

Below: the group pose in front of the Stamford Road factory. The inscrutable gentleman on the extreme right is Mr. Dick Coletta.



● DIGGING THEIR OWN GRAVES

IT turned out to be a scene like "a Laurel and Hardy film" when two ice cream mobilers who were involved in an argument started throwing ice cream and raspberry juice at each other, magistrates at Warley, Lancs., were told recently.

The two men, Mohan Singh Tanday, and Philip Kenneth Howie, were operating vans in the Smethwick area, and each accused the other of poaching business. Not only was ice cream thrown around, but the men followed each other about and started to ram each other's vans.

Finally, they resorted to attacking each other physically, and one was threatened by the other with a starting handle. The magistrates were also told of other incidents, including the placing of a nail against the rear tyre of one of the salesvans. One of the men, said the prosecuting counsel, was "covered from head to toe with a red liquid".

The result was that Tanday was fined £5 for possessing an offensive weapon, £5 for careless driving, and was bound over to keep the peace for 12 months. Howie was fined £5 for damaging the ice cream van, and was also bound over to keep the peace for a year.

Now while all this sounds unbelievably like a piece of slapstick comedy, the unfortunate part about it is that this sort of behaviour is an insult to the thousands of ice cream mobilers who conduct their business in a normal, decent, civilised fashion, and who cannot comprehend that there are others in the trade who could resort to this kind of violence.

Obviously ice cream salesmen are only human: they can be provoked just the same as dock workers, engineers, or any other section of the community. But unfortunately, by the very nature of their trade, mobilers are constantly in the public eye, and an incident such as the one described can only serve to bring discredit on the trade as a whole.

In other words, a mobile ice cream salesman cannot be in the

business purely for what he can make out of it. He must also learn tact, discretion and self-control, and when disputes arise he must learn to settle them in a dignified and civilised fashion.

If not, he will very quickly find that he is merely digging his own grave.

● HYSTERICAL APPROACH

ODD that the "Daily Express", which really does seem to have been running an anti-ice cream campaign these last couple of months, should so distort the facts as to run a headline (14 August) saying "Sick 50 ate ice cream" without really stopping to check the facts.

"A mystery illness which put 50 young dancers in hospital is believed to have been caused by ice cream the girls ate at a carnival," begins the story which follows, the second paragraph of which states that the girls then recovered and were sent home.

What is so odd about it is that the "Express" actually missed the real guts of the story, as run by the "Daily Telegraph" on the same day. "Health authorities," said the "Telegraph", "are concerned over the increasing instances of group hysteria in reported food poisoning cases. They say there has been a significant rise in the number of reports of food poisoning at public events where, after exhaustive investigations, the cause has been unknown."

"Medical officers are convinced that many of these cases may not have been food poisoning at all. Someone has been taken ill with food poisoning symptoms and others nearby start to complain of similar symptoms. . . ."

These facts were, of course, speedily made known to the "Express" by the General Secretary of the Alliance who pointed out that this was not the first time that the "Express" had used a sensational approach and had laid the blame at the door of ice cream without any factual substantiation.

● NAME THAT RINGS A BELL

THERE can be few more agreeable ways of whiling away a hot, sunny summer afternoon than to stroll through the City of Bath which still retains so many of its fine old buildings and, in its pleasant precincts round the Cathedral and along the river, offers a standing invitation to its visitors to relax and enjoy themselves.

Many members of the Alliance, however, hardly consider a visit complete without directing their steps towards New Square which, having been placed under a Preservation Order, continues to delight with its village atmosphere enhanced by the fine old tree which forms the centrepiece.

This is where the family Walshaw continue their family business, and it is not so long ago that Mr. Alf Walshaw and his wife themselves were still in command of the ice cream wholesale section.

Today their sons Gilbert and Tony concentrate on catering at these premises and this keeps them busy from 7.00 a.m. to past 11.00 p.m. with a steady stream of customers.

Gilbert and Tony are themselves the master cooks but, in the hustle and bustle of today's New Square, they still find time to keep up the family's interest in ice cream and sell this in the local park, and also by means of a mobile salesvan.

Mr. Alf Walshaw and his wife will of course be remembered for his presidency of the Alliance in 1962 when, together, they set new records for travelling through the Association's Divisions and Branches and meeting members in all parts of the country.

His many friends still remember with much pleasure those days and regret that over recent years his love for playing bowls has replaced his enthusiasm for the activities of the Alliance.

It is, however, good news to know that both he and his wife enjoy good health and that his family continues to thrive. There is a promise that they will be looking in on the Bournemouth conference and they may be assured of a cordial welcome.

Ice cream manufacturers get the rough end — while it's

Feather beds for the milk powder producers

Ice cream manufacturers accustomed as they are to a completely ruthless and discriminating "grab grab" taxation policy as far as their products are concerned, may well envy the economic protection offered to milk powder producers. It is of course true that the dairy industry occupies a vital part in the country's general economy and that clearly this is of sufficient importance to justify offering them protection against market fluctuations which at times are outside their control, and could lead to lasting damage to the whole basis on which the industry operates.

However, it is hardly surprising that the observer who is not himself immediately involved in this industry finds himself wondering at times whether the protection with which producers are being surrounded does not go a little too far at the cost of the users of milk products and the consumer. Subsidies and protection through minimum prices have become a way of life as far as milk production is concerned and are apparently today accepted as a right by the industry and granted as such by successive governments.

When, in order to fall in line with E.E.C. marketing methods, the present Government abolished the old traditional subsidies to milk producers, these were replaced by establishing minimum import prices designed to prevent milk products available below these prices in the world market from depressing those charged by home producers. At first the minimum import prices were based to some extent on production costs in Britain, but when the shortage in milk products developed in the world market during 1971

and prices of milk products accordingly rocketed, the minimum import price for skimmed milk powder, for example, was increased by over 27 per cent, thus effectively ensuring that any sudden reverse in the world market supply position would not automatically mean a reduction in price at which this product was available to the user in Britain.

Of course it was always understood that there was nothing to prevent the home producer selling below the minimum import price but, having had some experience of negotiating with the Milk Marketing Board in this country, representatives of the ice cream trade are unlikely to be surprised if, rather than sell at lower prices, they will allow stocks to accumulate.

LEADING TO A SURPLUS

No unduly profound knowledge of economics is necessary to realise that this situation must eventually lead to a surplus in the market as pricing policies of this nature essentially tend to interfere with what would otherwise bring about a natural adjustment of production to demand. Eventually, therefore, the question must arise what to do with the surplus which is being accumulated, and it is here the need for a so-called intervention price policy arises. Intervention prices established by the Government in negotiation with the parties concerned are intended to set a level at which the Government is prepared to buy in from the producer and store at its own expense the surplus and therefore relieve the producer from any further necessity to adjust to open market conditions.

In principle the idea is that this stored surplus will eventually be fed back into the market as the surplus position fades away

and will, therefore, in the long run, help towards price stability. This at least is the theory but it does not necessarily follow that things will work out quite like this in practice; and indeed there are already signs that industries which by tradition have always been large users of milk products are casting their glances elsewhere for replacements which are marketed on a more realistic economic basis and are able to compete on equal terms with milk products as far as nutritional value is concerned.

FAVOURABLE ATMOSPHERE

Much will of course depend on the figure at which the intervention price is established. But in the present favourable atmosphere to the milk producer, enhanced by the attitude taken in these matters by the European Economic Community, it is more than likely that this figure will end up very close to the minimum import prices already in operation. If this is so, then whatever the world market price may be, British users of skimmed milk powder will be faced with a price round about £250 per ton for a very long time to come. Subsidies to the milk producers were abolished with great aplomb in 1971 but it seems to the ice cream trade that they have returned in a roundabout way "with knobs on".

A WONDERFUL DREAM

However, ice cream manufacturers are assured by the Treasury that the £12m a year extracted from the ice cream trade by means of purchase tax and to be in future extracted by means of VAT, are vital to the general financial policies of the Government. They are being obliged to contribute in this way to the Exchequer on the one hand, and on the other hand being subjected to policies which maintain the price of one of their main ingredients at an artificially high level. They can hardly help feeling a little envious of milk producers who have achieved such "favoured son" treatment. They are not optimistic enough to expect that they too will one day be afforded such means of disposing of surpluses at economically favourable terms and at the taxpayer's expense, but it is a wonderful dream.

NEW PATENTS

PUBLISHED SPECIFICATIONS, ETC.

Gripping extrudes ice cream bars or lollies for enrobing. The ice lollies or like are placed horizontally on plates of a conveyor which moves them through a freeze-hardening chamber and, without requiring a separate thawing operation, they are then gripped by cam-controlled tong arrangements tilting them vertically to dip-enrobe the bars, then again hardening them before orienting and depositing same on a discharging conveyor.

Germany No. 2,052,616 Polaromatic Corp., Austin, Tex. (USA) (Filed 16-6-70; issued 23-12-71).

Soft ice preparation. The mix to be beaten and frozen contains partially-hydrolyzed albumen, i.e. 0.05-2% of this addition, also an edible acid, at up to 7pH.

Germany No. 2,132,444 Lenderink & Co. N.V., Schiedam, Holland. (Filed 2-7-70; issued 5-1-72).

Sherbets and ice cream. Ice cream or like have alcohol added to lower their freezing point then CO₂ is dissolved into the mix, to become later refreshingly released.

Japan No. 40,193/71 Ezaki Glico Co. Ltd. (Filed 1-9-68; issued 27-11-71).

Fibreboard container. Outwardly collapsible rectangular container to expose the merchandise lying on the base panel, particularly ice cream or mousse (perhaps kept in a transparent-plastic lining bag). The claims are directed to the shape of the blank from which the carton container is erected.

England No. 1,262,777 Mardon, Son & Hall Ltd., Bristol, I. (Filed 23-10-69; issued 9-2-72).

Slot machine for filled ice cream cones. Coin operated motorized dispenser for automatically filling a cone with ice cream. The lowermost cone becomes released from a nested cone pile and, after reversing it into a vertical position, it is raised by a cradle to a station to become filled from a dispenser nozzle with soft-ice cream, prior to its delivery.

England No. 1,262,809 M. Simonich, Bergamon, Italy. (Filed 11-6-69; issued 9-2-72).

Production of frozen confections. A conveyor carrying ice moulds moves through filling, freezing, lollie stick inserting and thawing/extracting stations, various groups of the open-topped moulds being filled with metered amounts of ice mix, differently flavoured mixes being delivered as successive mould groups pass the filling station.

America No. 3,632,245 Vroman Foods Inc., Toledo, Ohio (USA) (Filed 13-5-70; issued 4-1-72).

How to calculate your tax allowances for 1972-3

By
E. V. SMITH

FOR 1973-74, that is the tax year which commences on 6 April 1973 and ends on 5 April 1974, and subsequent tax years, the assessment for personal taxation has been reformed and there will be a single graduated tax to replace income tax and surtax. This was announced in the 1971 Budget speech and at the same time a White Paper was issued headed "The Reform of Personal Direct Taxation".

Provisions were included in the Finance Act, 1971 and it was stated then that the basic rate would be 30 per cent. The Finance Act, 1972 provides for increased allowances for 1973-74 and also confirms the rate at 30 per cent, and increased rates for higher income and investment incomes.

ALLOWANCES FOR 1972-3

The foreshadowed allowances for 1973-74 in the current Finance Act will of course be of interest nearer the time when they are due to become effective. But for the present the allowances which will be available for 1972-73 are of more immediate interest. These will be as follows:—

Earned income relief: Two-ninths of any earned income of the husband and wife up to £4,005 plus 15 per cent of earned income over £4,005.

Wife's earned income relief: Seven-ninths of any earned income of the wife with a maximum allowance of £460. Thus, providing the total earned income of the husband and wife is less than £4,005, the wife can earn £592 tax free, as follows:—

Wife's earned income	592
Less earned income relief (2/9ths)	132
Wife's additional allowance	460
	— 592
Taxable income	Nil

Small income relief: If a taxpayer's total income is less than £550 a year the whole will be treated as earned, whether earned or not, and a deduction of two-ninths granted. If the income exceeds £550 and is less than £805 the income tax payable can be calculated, if to the taxpayer's advantage, as if the income was £550 and the deduction of

two-ninths made, plus 55 per cent of the income in excess of £550.

Age relief: If a taxpayer, or his wife if he is married, is 65 years of age or more during the income tax year of assessment, that is for 1972-73 before 6 April 1973 and their joint income is less than £1,200, the whole may be treated as if earned, whether earned or not, and a deduction of two-ninths made.

If the income is in excess of £1,200 then the income tax payable can be calculated, if to the taxpayer's advantage, as if the income was £1,200 and the two-ninths allowance deducted, plus eleven-twentieths of the income in excess of £1,200. This relief is available to single taxpayers.

Assume a married couple, either of whom is 65 years of age during the income tax year, has unearned income of £1,260 a year.

Without the relief the income tax payable would be:—

Income	1,260.00
Less personal allowance	600.00
	£660.00
660 at 38.75%	£255.75

Claiming the relief the income tax payable is:—

Income	1,200.00
Less Two-ninths	266
Personal Allowance	600
	866.00
	£334.00
334 at 38.75%	£129.42
Eleven-twentieths of £60	33.00
	£162.42

If the taxpayer or his wife is 65 years of age or over in the income tax year, that is for 1972-73 before 6 April 1973 and their joint income is less than £929, no income tax is payable. For a single taxpayer the limit is £634. If the income is in excess of these limits the income tax payable cannot exceed 47.5 per cent of the excess, provided the excess does not exceed £245.

Personal allowance: If a taxpayer's wife is living with him or is maintained by him during the income tax year he is entitled to an allowance of £600, otherwise all taxpayers are entitled to an allowance of £460. If the marriage takes place during the year allowance is reduced by £11.67 for each completed month before the date of marriage.

Child allowance: If a taxpayer has a child under the age of sixteen years at the beginning of the income tax year, and this includes any step-children or illegitimate children whose parents have married after their birth, or if a child is over sixteen years of age and is receiving full-time educational instruction or undergoing vocational training for a period of at least two years, an allowance is granted.

The allowance is also granted for an adopted child if no other person has a claim for the child. If the income of the child, excluding scholarships, exceeds £115 per annum the allowance will be reduced by the excess. If the child is born in the income tax year or is under eleven at the beginning of the income tax year, the allowance is £155. If the child is over eleven at the beginning of the income tax year the allowance is £180. If the child is over sixteen years of age at the beginning of the income tax year the allowance is £205.

Thus the £180 allowance is granted in the income tax year in which the child has his twelfth birthday and the £205 allowance is granted in the year in which the child has his seventeenth birthday. If family allowances are paid for a child the allowance is reduced by £42 if for a full year, and if for only part of a year by the proportionate fraction.

Dependent relative allowance: If a taxpayer maintains his mother or mother-in-law who is widowed or who is living apart from her husband or whose marriage has been dissolved, he is entitled to an allowance of £75. He can also obtain the same allowance if he maintains any other relative who, through old age or infirmity, is unable to earn a living. The allowance of £75 is reduced by any income of the relative in excess of £289, therefore if the relative's

continued overleaf

TAX ALLOWANCES FOR 1972-73

continued from previous page

income is £364, no allowance is granted. If the claimant is a woman who is not a married woman living with her husband the allowance is £110 reduced by any income of the relative in excess of £289.

Housekeeper allowance: An allowance of £75 is granted to a widow or widower who has a resident female relative or employs some other person in the capacity of housekeeper. The allowance is also granted to a taxpayer who maintains his widowed mother or any female to look after his younger brother or sister.

The allowance is also granted if a taxpayer employs a person to take charge of children in respect of whom he is granted the child allowance, but in the case of a married man he must prove that his wife is incapable of looking after the children because of mental or physical incapacity. No other person can claim for income tax purposes for the person employed to look after the children and there must have been no other housekeeper allowance granted during the income tax year.

Daughter allowance: If an aged or infirm taxpayer has to rely on the services of his daughter then he is entitled to an allowance of £40. The allowance is also granted if the wife is unable to look after the house, that is, if she is infirm, even though the husband is still in employment or trade.

Allowance to widows, widowers and others (if resident children): Widows, widowers and others who claim for a resident child, but are

not entitled to the housekeeper allowance, are entitled to an allowance of £100.

Life assurance: From the income tax payable as calculated, relief is given in respect of premiums on policies of life assurance on the lives of the taxpayer or his wife, subject to certain conditions. In the case of policies effected after 22 June 1916 relief is on the amount of the premiums if less than £10; on £10 if the premiums are between £10 and £25, and on two-fifths of the premiums if they exceed £25. The premiums, however, cannot exceed one-sixth of the total income and each premium 7 per cent of the sum assured at death. There are also certain restrictions for policies taken out after 18 March 1968 if for a short term.

In respect of policies taken out prior to 22 June 1916 relief is granted as follows: If a taxpayer's income is less than £1,000 income tax at 17½p in the pound on the amount of the premiums. If a taxpayer's income is between £1,000 and £2,000, at 26p in the pound on the amount of the premiums. If a taxpayer's income is more than £2,000, at 35p in the pound on the amount of the premiums.

Retirement annuities: Allowances are also made, subject to certain overriding limits, in respect of premiums paid for retirement annuities. As stated earlier the earned income relief, small income relief and the age reliefs will not apply for 1973-74, but the conditions for the other allowances, unless amendments are made, will apply. It is claimed that this is a simplification of taxation, but the various alterations must be studied.

BOURNEMOUTH 1972

HAVE YOU MADE YOUR CONFERENCE BOOKING?

Apply to: General Secretary, 90-94 GRAY'S INN ROAD, WC1X 8AH

NATIONAL COMPETITIONS - BOURNEMOUTH - OCTOBER 17th - 19th

COLLECTING POINTS

Town	Collecting Point	Telephone	Latest Delivery Time
ABERDEEN	Alex. S. Donald Limited, 10 Mount Street, Aberdeen, AB2 4RB	STD 0224 26216 (3 lines)	Monday, Oct. 16th 12 noon
BELFAST	Northern Dairies 263A Castlereagh Road, Belfast, BT5 5HX	Belfast 59566	Monday, Oct. 16th 11.30 a.m.
BIRMINGHAM	Midland Counties Dairy Ltd., t/a H. B. Livingston (B'ham) Ltd., 71 Dawlish Road, Selly Oak, Birmingham 29	021-472 0556	Sunday, Oct. 15th 7 p.m.
BRISTOL	Verrecchia & Sons (Bristol) Ltd. Stockwood Road, Brislington, Bristol 4	0272 78971	Monday, Oct. 16th 11 a.m.
CARDIFF	J. Thayer & Sons Ltd., 13 Wellfield Road, Roath, Cardiff	Cardiff 36329	Sunday, Oct. 15th 6 p.m.
EDINBURGH	Calorval Ltd., 4 Piershill Lane, Piershill, Edinburgh EH8 7EJ	031-661 3712	Monday, Oct. 16th 12 noon
GLASGOW	Calorval Ltd., 109-111 Haugh Road, Glasgow, G3 8TX	021-221 5895	Monday, Oct. 16th 3 p.m.
LEEDS	Treat Products Ltd., Manston Lane, Crossgates, Leeds LS15 8SX	602121	Monday, Oct. 16th 12 noon
LIVERPOOL	Pendletons Newstet Road, Kirkby Industrial Estate, Liverpool L33 3AB	051-546 2626	Saturday, Oct. 14th 5 p.m.
LONDON	Alliance Head Office, 90 Gray's Inn Road, WC1X 8AH	01-405 0712	Monday, Oct. 16th 5 p.m.
MANCHESTER	Marco Rea Ltd., 14 - 16 Hood Street, Ancoats, Manchester 4	061-236 4272	Sunday, Oct. 15th 1 p.m.
MIDDLESBROUGH	H. C. Troidahl Ltd., 21 Bridge Street West, Middlesbrough, Teesside	Middlesbrough 44298	Saturday, Oct. 14th 12 noon
NEWCASTLE	H. C. Troidahl Ltd., 40 Scotswood Road, Newcastle upon Tyne, NE4 7LS	0632 23551	Monday, Oct. 16th 10 a.m.
NORWICH	Aldous Ice Cream, Lakenham Creamery, 2 Trafalgar Street, Norwich, NOR 17C	0603 20970	Sunday, Oct. 15th 8 p.m.
OXFORD	A. W. Haines, Wytham Creameries, 87, Sunningwell Road, Oxford	0092 47801	Sunday, Oct. 15th 11 p.m.
SHEFFIELD	Hulley's Dairy Ltd., 179 Cross Hill, Ecclesfield, Sheffield	Ecclesfield 4343	Monday, Oct. 16th 9.30 a.m.
STOKE-ON-TRENT	Giannasi's Ices Ltd., Silver Street, Norton-in-the-Moors Stoke-on-Trent	0782 534743	Sunday, Oct. 15th 12 midnight
SWANSEA	Kenyon, Refrigeration & Air Conditioning Engineers Trading Estate, Pontardawe, near Swansea, Glamorgan	Swansea 86 2424	Monday, Oct. 16th 11 a.m.

IMPORTANT:

Competitors should check first with their collectors in case there is any last minute change in arrangements.

When handing in their samples to Collecting Points competitors will be required to make a contribution of 50p towards the cost of carriage and dry-ice. They should make sure that their samples arrive at the Collecting Point in good condition. Dry-ice or ice and salt should be used for this purpose.



Making a simple mistake

by **TERENCE PROBERT**

OCCASIONALLY, very simple mistakes can cause quite a lot of difficulty, as a recent instance showed when I was asked to try to find the cause of a poorly textured ice cream. The manufacturer in question had only started this season to make a dairy ice cream, and he had carefully read all the information he could get hold of, and decided that it was good practice to heat-treat a dairy mix at as low a temperature as possible; he settled for holding his mix at 150°F., for 30 minutes. But while it is good practice to pasteurise at a lower temperature, it can also be difficult unless special precautions are taken at the homogenisation stage.

ROUGH TEXTURE

With my client, he did hold his dairy mix at 150°F., and apparently all went well until he came to freeze, when his ice cream developed a "rough" texture almost immediately. This type of roughness, I found, disappeared if a little of the ice cream was held in the mouth: in other words, the warmth of the mouth melted the roughness away. I had met this before, and knew at once that this was due to tiny particles of fat, and this led to the idea of poor emulsification. A microscopic examination of the mix showed how poor the emulsion was, with globules of fat in all possible sizes, and signs of "clumping" as well. Under the microscope, the fat globules should all appear of uniform size—this is more important than the globules being as small as possible.

We therefore started to look at his homogenisation process, and first, I found that he was taking his pressure up to practically 3000 lb. per sq. in. pressure, which is far too

high anyway. While soft fats such as butter do require rather more pressure than a hardened fat, there is just no need to increase pressures on the homogeniser too far. Not only does it do no good: experience has in fact shown cases where excess pressures can have the reverse effect on ice cream.

It must be borne in mind that the emulsion in an ice cream mix is totally different from any other emulsion, inasmuch as there is only about 10 parts of the fat to 65 parts of the liquid phase, and this is far from being stable. In most emulsions of a more technical nature, where very high pressures are needed, the proportion of fat to liquid phase can be as low as 1:2 or even 1:1. As a general guide, the more liquid phase there is in an emulsion, the less the overall stability. High pressures in high liquid-phase emulsion can cause break-down of the emulsion.

For most ice cream mixes, where a hardened vegetable fat is used, (H.P.K.O., for example), the pressure need not exceed 1,200 lb. per sq. in., and with a very soft fat, such as butter, the pressure should go up to about 1,800 lb. per sq. in. Variations in composition of fats between these extremes will normally give satisfactory results with blends of fats.

MIX TOO COOL

But this was not the only problem facing my client. I also realised that by holding his mix at exactly 150°F. when he started pumping through the homogeniser, the mix temperature as it came off the machine onto the cooler was considerably below this, and, in fact, I found that the mix temperature as it left the homogeniser was only 144°F.—it

had lost some 6°F. in passing through the machine. Now this was very significant: fats will not properly emulsify below 150°F., and this was therefore an additional cause of poor texture.

Yet another difficulty was found, when it was realised that my client did not at any stage allow any of the ingredients to reach a temperature above 150°F. For example, he added the sugar at only 145°F., and he also added his emulsifier and his stabiliser along with the sugar. This meant that the G.M.S. as emulsifier did not melt properly, and, furthermore, his stabiliser was just not going into proper solution. His whole concept of low-temperature pasteurising had gone wrong. We therefore had to start again from the beginning, and we processed in the following manner.

CORRECT TEMPERATURE

With about three-quarters of the total water for the mix put into the vat, we raised the temperature to 130°F., added the skimmed milk powder, and dissolved this while slowly raising the temperature to 145°F. The stabiliser (of the alginade type) was dispersed in part of the dry sugar. The temperature was then raised to 165°F., the sugar was added, then the sugar-stabiliser, followed by the G.M.S., and the whole mix at this stage was held at about 165°F., for about 10 minutes. This allowed the G.M.S. to melt and the stabiliser to go into solution. We then added the remaining water for the mix recipe, which brought the temperature down

to about 140°F., when the butter was added. The temperature was then raised to 155°F., and held at this for 30 minutes.

Bringing the temperature back to 140°F. from 165°F. still kept the stabiliser in solution, and also, once having melted properly, the G.M.S. had dispersed evenly into the water and remained suitable for combining with the fat. I raised the temperature for pasteurising to 155°F. to ensure that the mix passed through the homogeniser block at not less than 150°F., and even so, the first 20 gallons of mix was put back into the pasteuriser, so ensuring that the homogeniser block was adequately heated up. We homogenised at a pressure of 1,800 lb. per sq. in.

Certainly the roughness that had previously developed almost directly after freezing was eliminated, and we now have some of the ice cream under storage conditions to see if the trouble has been completely overcome. So far, it seems satisfactory after 14 days.

CONDITIONS UNDERSTOOD

It is a wise thing to follow general advice on processing, but if any variations from normal procedure are tried, all the other conditions should be understood, so that troubles such as this one do not arise. It was simply that my client did not know that emulsifiers and stabilisers need to be heated for really effective operation, and was looking only at the butter-fat and applying advice given in general terms for processing dairy mixes at a lower temperature.

ICE CREAM AND FROZEN CONFECTIONERY SPECIAL ISSUES

A full list of exhibitors at the Bournemouth trade show will be included in the OCTOBER issue of the journal. A report on the conference, together with the competition prizewinners, will be in the NOVEMBER number, and there will be other articles and photographs from the conference and trade show in DECEMBER.

DON'T MISS THEM!

NEW MEMBERS OF THE ICE CREAM ALLIANCE

Manufacturers, Wholesalers and Retailers

Longo's Ices Ltd.,
2 Jagger Lane,
Dalton,
Huddersfield, Yorkshire.
Pisa Ices,
12 Snow Hill,
Shelton, Stoke-on-Trent, Staffs.

Manufacturers, Retailers and Caterers

Michael Snell,
8 St. Thomas's Square,
Salisbury, Wilts.
M. Kelly, Snr.,
19 Bridge Road,
St. Austell, Cornwall.
Anthony Minchella,
Imperial Buildings,
Houghton le Spring,
Co. Durham.
G. Randolfi,
508 Roman Road,
London E.3.

Supply House

Reekie Motors (F.S.) Ltd.,
South Road,
Cupar, Fife.
S.C.W.S. Ltd.,
100 Morrison Street,
Glasgow.

Manufacturers and Retailers

Crossley Lowes,
322 Old Durham Road,
Gateshead.

Peter A. B. Garland,
109 Allerton Road,
Whitchurch, Bristol.

T. Wright,
96 Poulton Road,
Fleetwood, Lancs.

Retailers

Brian David Reynolds,
60 Brown Lees Road,
Brown Lees, Biddulph, S.O.T.

D. Spearman,
c/o Federici Bros.,
450 Nottingham Road,
off Lincoln Street,
Old Basford, Nottingham.

Cyril Roberts,
104 North Street,
Bicester, Oxon.

S. F. Foskett,
Foskett & Sons,
Atcham Storage Est.,
Atcham, nr. Shrewsbury.

G. K. Booth,
54 Osborne Road,
Kiveton Park, Sheffield.

Angelo Ciraulo,
36b Riches Street,
Wolverhampton, Staffs.

Colin F. Jordan,
Panda Ice Cream
(Swindon) Ltd.,
Okus Road, Swindon.

John Spender,
4 Brunton Quadrant,
Glenrothes, Fife.

G. Ferrari,
22 Dunlop Terrace,
Ayr.

B. Hepple,
44 Rooksmead,
Bedford.

Nigel Clarke,
Clarke Bros.,
225 Station Road,
Stechford, Birmingham 33.

Kenneth Anderson,
Kenny's Ices,
64 Fernhill Drive,
Aberdeen.

William Adams,
1 Lawmuir Crescent,
Faifley, Clydebank.

Antonio Mattera,
204 Oundle Road,
Woodston, Peterborough.

NEW PATENTS PUBLISHED SPECIFICATIONS, ETC.

Enriched soft-ice. Ice cream, particularly fruit-ice cream, production in motorized freezers and with CO₂ gas supplied at atmospheric pressure and in economic amounts, by separately supplying and admixing this gas while stirring during the ice cream dispensing, in a quantity which now becomes independent of the duration of intervals between dispensing actions.
East Germany No. 87,051 R. Baier etc, Niedersachsenwerfen (East Germany) (Filed 3-12-70; issued 12-1-72).

Ice cream preserving agent. To improve the storage properties, also preventing discoloration, of ice cream or beverages, a H₂O₂ - NaCO₃ - NaHCO₃ powder is added to the mix.
Japan No. 42585/71 J. Kunieda & K. Tagushi (Filed 5-4-68; issued 16-12-71).

Dispensing comestibles. Preparing, from an unfrozen concentrate of orangeade, an unadulterated, appetizingly flavoured semi-frozen product by adding water and food-grade nitrous oxide before freezing, i.e. forming ice in the mixture. On dispensing, the nitrous oxide breaks out, thus, rendering the soft-ice fluffy.
England No. 1,264,727 Cornelius Co., Anoka, Min. (USA) (Filed 16-10-69 US; issued 23-2-72).

TRAINING FOR THE FUTURE

Major changes—including the creation of a National Agency—are envisaged to help the work of the Industrial Training Boards

CHANGES in the present policy for industrial training were announced by the Secretary of State for Employment early in August, when he made the Government's views known in a document called "Training for the Future". To offer a wider choice of training to meet the needs of individuals it is intended to establish a National Training Agency which would take over many responsibilities at present carried out by the Department of Employment, and co-ordinate the continuing work of the Industrial Training Boards.

Final administrative details have yet to be worked out in consultation with representatives of employers and workers, but meanwhile steps are being taken to re-organise training services within the Department of Employment, so as to carry out the broad range of functions of the Industrial National Training Agency.

LEVY/GRANT SCHEMES ARE TO BE DISCONTINUED FROM 1973

These will include a Training Opportunities Scheme, financing grants to encourage key training activities, meeting the administrative expenses of the Industrial Training Boards and providing training services in areas not covered by such Boards. An expenditure of £25 to £40 million a year is anticipated.

A feature of interest is the intention to discontinue the levy/grant schemes as from 1973 and to meet expenditure in future out of public funds. It is acknowledged that the levy/grant scheme has never been suitable for smaller firms and indeed exemption from levy payment (thus also of course from re-

ceiving grants) had already been granted to firms with an annual wages bill of less than £17,500. This exemption figure is to be raised and Boards will now also be required to exempt from the levy after 1973-4 any firm which they are satisfied is carrying out such training as is reasonable to meet the firm's own needs.

Firms above the exemption limit may be required to pay levy which will not, however, exceed one per cent of pay-roll; and the money will be used by Boards to encourage better training in their industries. This will mean that over the next two years a great number of firms will become free of the levy complications.

BETTER JOB OPPORTUNITIES— AND A BETTER USE OF MANPOWER

What the government sees as a smaller firm still has to be clarified, of course, as have the criteria to be used for deciding whether or not firms are training to meet their needs. This new policy is regarded as part of a wider concept to training as a means to better job opportunities for individuals and to proper use of man-power resources.

It is of interest to note that the Industrial Training Board covering the Food Drink and Tobacco Industry had already moved away from the levy/grant system and instead planned to base its future training services on a mainly advisory role which, it was hoped, would in due course play an even more important part in industrial training so that eventually the costs of such training could be met through payment for this service by the firms which required it, obviating the need for a levy system altogether.

BULK DELIVERY CONTAINER

New from Collis Cold Containers, of Fort Wallington, Fareham, Hants, is the 24-ft. long refrigerated vehicle pictured below. It is one of three which have been ordered by Freshbake Foods for bulk deliveries throughout the country.

The container, which is 8 ft. high, is mounted on a 16-ton Dodge chassis, powered by a Perkins V-8 engine, and fitted with a de-luxe cab for long-distance driving comfort. The container is all aluminium, with alloy flooring. It is insulated with bonded and vapour-sealed expanded polystyrene 4 ins. thick. The refrigeration unit, mounted on the front bulkhead, is a Petter with petrol and electrical systems.



EXOTIC FLAVOURS

Walnut and greengage are two of the more unusual ice cream flavours to be found in the range produced by Florasynth Ltd., of Greenford, Middlesex, who already market such favourites as coffee, lemon, orange, pineapple, raspberry and butterscotch. These are obtainable as essence, puree, or emulsion and ready for use in ripple or uniform flavouring.

Other more recent additions have been almond essence, a cola flavour, and tutti-frutti. They also offer two vanilla pastes—and the Florasynth chemists can also tailor-make flavours to meet individual requirements.

Ice cream manufacturers are invited to send for samples.

TRADE

DISPOSABLES BOOKLET

An informative booklet called "Life is easier with disposables" has just been issued by the British Disposable Products Association—perhaps to counter some of the critics who claim that certain disposable items are not only unnecessary, but also an encouragement to waste as well as being a litter hazard.

The BDPA say that the disposable tableware business alone is worth about £7 million a year in this country, and its members export to over 120 countries. Enclosed with the booklet is a leaflet giving the names and addresses of member companies and a graph showing their products.

The booklet is divided into two main sections: the table service section has information on napkins, tablecovers, placemats, coasters, cups, plates, tumblers and cutlery; the kitchen service section deals with bowls, dishes, trays, containers, towels and wipes, refuse sacks, food packaging and accessories.

The BDPA, incidentally, has a new chairman. He is Mr. Antony Matusch, 32-years-old managing director of F. Bender Ltd., the paper converters. The vice-chairman is Mr. Clive Mott, general manager of the foil and paper products division of Bowater Industrial Packaging Ltd.

FRENCH CONFERENCE

Many members of the British ice cream trade will be interested to hear that the French Association of Ice Cream Manufacturers (Confédération Nationale des Syndicats de Fabricants de Glacés, Sorbets et Crèmes Glacées) will be holding their 31st Congress (31st Congrès National des Glaciers de France) in DIJON, 9, 10 and 11 October, 1972.

Further information can be obtained from the General Secretary at the head office of the Alliance.

NEWS

SALESVAN ORDER

Morrison Industries, of Botley Road, Southampton, have announced that they have received a large order from Walls Whippy, of Gloucester, for the supply of ice cream vehicles.

These vehicles are for the Walls standard wrapped operation and also Mr. Whippy soft ice cream vehicles. Delivery is scheduled to start in January next year. Morrisons have been receiving regular orders for Walls Whippy vehicles since 1965.

ON DISPLAY

BOC-Linde Refrigeration Ltd., of South Ruislip, have introduced a new range of refrigerated display cabinets. Known as the InterPlus range they are designed specially for smaller stores. Installation costs are minimal: all that is required is a 13 amp power supply.

There are three types of cabinet in the range, which are pictured below. In the foreground is the island site unit for frozen food and ice cream: on the left is the multi-tier dairy cabinet, which can be supplied in three different lengths, and on the right is the glass-fronted serving counter, which comes in the same three lengths as the cabinet.



AMERICAN SHOWCASE

The United States Department of Agriculture have announced that their showcase presentation "Foodex 72" will visit Glasgow, Leeds and Manchester this year for two-day stays in each city.

This year's exhibitions will include an increased range of products, including a special display of frozen foods, plus an abundance of fresh fruit and vegetable ideas from California.

You can visit the exhibition in the Central Hotel, Glasgow, 27 and 28 September; Queens Hotel, Leeds, 2 and 3 October, and the Piccadilly Hotel, Manchester, 4 and 5 October.

FOODPACK FOR OLYMPIA NEXT YEAR

Foodpack International 73—the eighth in this series of international technical exhibitions for the food and allied industries—is to be held at Olympia, London, from 23 to 26 October next year.

One of the most comprehensive of its kind in the world, the exhibition will promote new and improved food processing and packaging techniques covering a wide field—bakery, catering, confectionery, dairy produce, fruit and vegetables, meat, poultry, fish, beverages, etc. On show will be machinery, equipment, materials, ingredients and services introduced by firms and organisations throughout Eastern and Western Europe.

Daily technical conferences sponsored by leading representative bodies will be linked with the exhibition, providing an international forum for technologists and other experts concerned with all aspects of the manufacture of food and associated products. Papers will be presented on significant trends and developments in the field.

Indications are that Foodpack International 73 will be the largest to date in this series, both in size and scope. The event is of major interest to production and marketing managements, food technologists, quality control technicians, and processing and packaging engineers.

TRADE NEWS

FRANCHISE CHIEFS FOR LYONS MAID

There have been top management changes affecting the Lyons Maid Franchise Division which covers the Lord Neilson, Mister Softee, Tonibell and J.F.N. mobiling organisations, and Tastee Freez Ltd., who franchise Tastee Freez soft ice cream mix and freezers to caterers and retailers.

Mr. Jim Baillie, who was general secretary of the Ice Cream Alliance before joining Lyons Maid in 1961, has been appointed general manager of the Division, and he will be responsible to Mr. Tom Goldsmith, sales and marketing director, Lyons Maid. Mr. Baillie, formerly sales director for Lord Neilson, takes over from Mr. John Husband, newly-appointed managing director of Total Refrigeration. During his 11 years with the Alliance, Mr. Baillie was awarded the MBE for his services to the industry.

Mr. Vincent Smith, who joined the former ice cream division of J. Lyons in 1951 as a sales representative, has been appointed sales and marketing director of the Franchise Division's mobile franchising operations. In 1958 Mr. Smith helped to found Mister Softee, the first national soft ice cream mobiling operation in the country: later he became sales director of Mister Softee.

Mr. Vincent Smith

Mr. Jim Baillie



VERTICAL DISPLAY

Verco Vertical Display Cabinets, of Wallingford, Berkshire, have supplied a 53 ft. run of cabinets, fitted with 24 special glass doors, for the David Greig supermarket at Maidstone. Installed by Trembath Refrigeration, of Croydon, this is thought to be the first major installation of vertical cabinets in the country.

The installation—pictured below—gives 600 cu. ft. of storage space on a floor area of only 137 sq. ft. Produce is displayed on 576 sq. ft. of shelf space. The glass panels, through which the display of frozen foods or ice cream can be seen by the customer, is made up of three sheets of glass, the outer of which is heated to free the panels from condensation. Defrosting of the cabinet is carried out automatically every six hours.



RETIREMENT

The retirement was announced at the end of August of Mr. W. Day, sales manager of Ashwood Timber & Plastics Ltd. He commenced work at the age of 15 as an office junior with an associate company. When Ashwood Timber & Plastics entered the field of ice cream sticks, spoons and other sundries he was appointed sales manager, a position which he held until his retirement.

His face was well known to many ice cream manufacturers as he was for years in attendance on the Ashwood stand at Ice Cream Alliance conferences. Mr. A. G. C. Alberry takes over as sales manager of the company.

LOLLY MOULD BOMB SHELL

Announcement

See for
Yourself
at Bournemouth

We've recently discovered that the Italians and Germans have been using a mould which exceeds the performance in all aspects of the standard mould used in the UK.

A mould which can boost both our profits.

It is manufactured by an established process called electroforming, and its advantages over the common process are:

1. New and better shapes.
2. Stable material.
3. Does not require tinning.
4. Easier withdrawal of lolly.
5. Seamless construction.

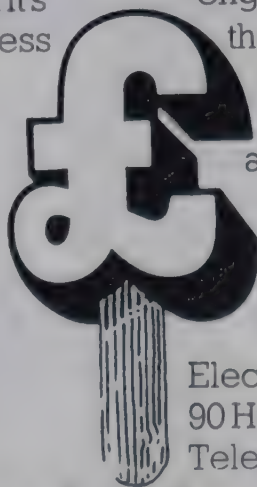
Electroforming is a method which has been in use for over 30 years, mainly in the aircraft and allied industries on complex components. Basically the mould shell is grown on to a former by electro deposition.

In recent years diversification has reached several industries; plastics, engineering, shoes, but has not yet reached the ice cream and frozen confectionery industry in the UK.

Our developments in this field are successful and at present we are able to produce a variety of shapes and assemblies as standards or to your design.

You'll want to know more?

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90 High Street, Whetstone, Leicester LE8 3LQ
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TRADE NEWS

CLOSED TO BACTERIA

Two improvements to flexible transparent industrial doors are announced by The Harefield Rubber Co. Ltd.

The first is an optional one, and consists of processing the pvc mix with "Actifresh", the result being that the surface of the finished door will not support the growth of bacteria. This refinement is of interest to the food industries, and hospitals. The anti-bacteria quality lasts for the life of the door, survives all normal cleaning treatments, and is especially active in humid conditions where a film of moisture adhering to the door might otherwise give favourable conditions for airborne bacteria to breed.

The other improvement is that all doors (notably "Clearway" models) embodying transparent plastics panels, will now be made from a special quality of pvc which remains flexible at low temperatures. Harefield are supplying so many doors for chill rooms that it has been possible to standardise on this material without extra charge.

DO-IT-YOURSELF COLD STORE

S. Berendsen Ltd., who are the U.K. selling agents for "SMEVA" refrigerators and cold stores, have now added the latest model to their range. This consists of a series of pre-fabricated unit sections of floors, ceilings, walls and door panels which can be self-erected to form a walk-in refrigerator, freezer or cold store to suit the particular capacity required.

A patented cam locking device is used to lock each of the sections together and when used with the sealing compound supplied,

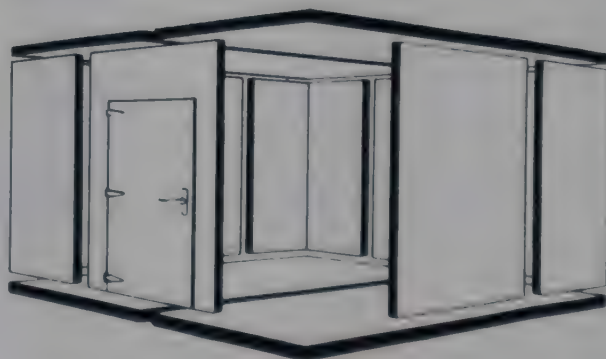
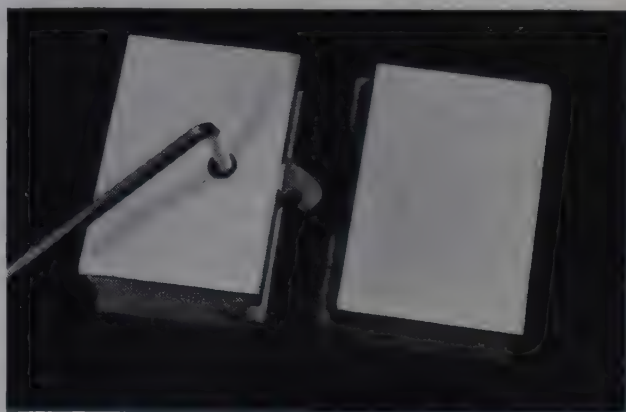
ensures a lasting and positive leak-proof seam, say the distributors.

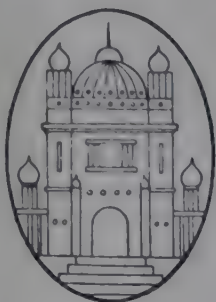
This do-it-yourself method of construction permits dismantling and removal to another location, or, by the addition of extra sections, can be extended to meet increased capacity requirements. The compressor assembly, which can be supplied by Berendsen's if required, must be adequately powered to meet the extended capacity requirements.

Internal facilities are available for the fitting of standardised suspension hooks, adjustable metal rack assemblies or for the accommodation of loaded mobile wheel-in trolleys.

The inside and outside panel walls consist of cold-rolled steel plate with a heavy electro-plated zinc coating, and the panels are available either in white enamel or plain zinc plated finish. The complete separation of the inside and outside walls is by a polyurethane foam layer which precludes radiation losses through leak-off bridges, resulting in a tight heat-repellant material structure.

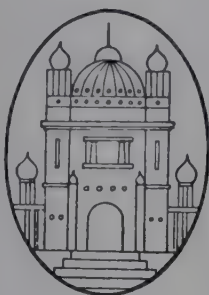
Below: The patented cam locking device which holds the do-it-yourself freezer together. Bottom: A view of the sectional freezer.





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What is meant by “possession”?

by T. J. Sophian

LANDLORDS of business premises will not be particularly pleased with the single majority decision of the House of Lords in the recent case of *Heath v. Brown Tenants*, on the other hand, will welcome it.

The case raised the question as to the right of a landlord to refuse to grant a new tenancy to the sitting tenant, on the grounds that he required possession of the premises, or a substantial part of them, in order to demolish or reconstruct them, or to carry out substantial work of construction.

An essential condition for this purpose is proof by the landlord that he could not reasonably carry out the work without obtaining *possession* of them. The decision itself centres on the meaning of the word “possession”. Does it mean *physical occupation*, or, on the other hand, legal possession conferring the right of exclusive occupation, which would debar the tenant from entering at all or having any rights in the premises?

GIVING THE LANDLORD ACCESS

Under the amendments introduced in 1969, a tenant could counter the landlord's refusal, even if he established such an objection to the new lease, by “*agreeing to the inclusion in the new tenancy*” of a term giving the landlord access and other facilities for carrying out the work intended, provided, however, that the landlord could in such circumstances carry out the necessary work, *without obtaining possession* of the premises and without interfering to a substantial extent or for a substantial time with the use of the premises for the purpose of the tenant's business. It is important to note at the same time that in the above case the old lease contained a term giving the landlord such access and facilities, which term would have been included in the new tenancy if granted.

In the *Heath v Brown* case, the premises,

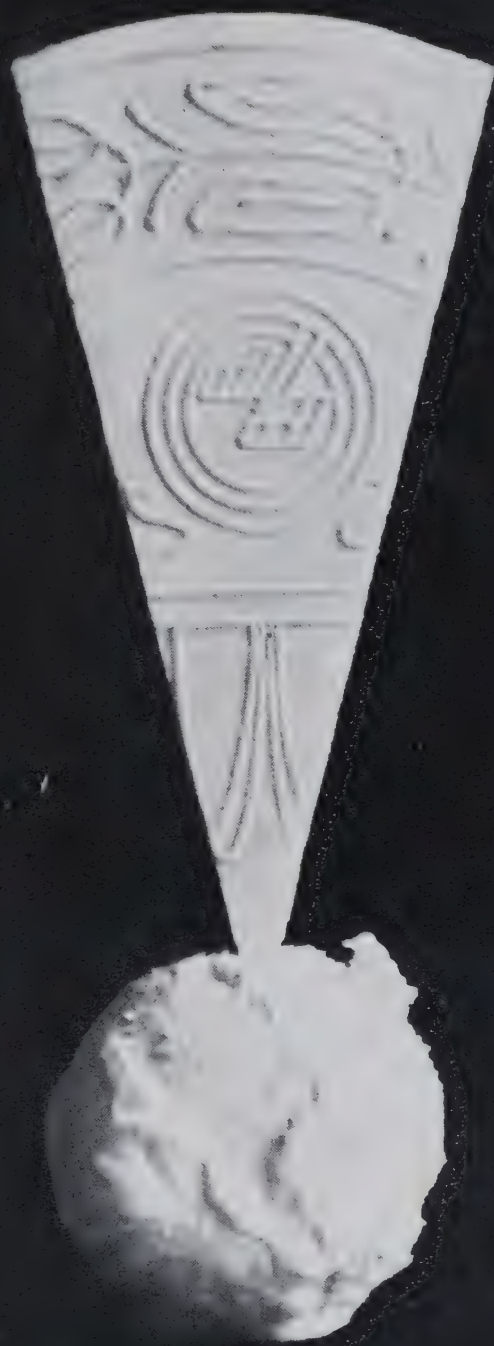
which consisted of the first and second floors of a building, had become unsafe and “*substantial work of construction*” was admitted to be necessary to render it safe. The work would have taken at least four months, and even possibly nine months to execute, and during that time the landlord would have needed *physical possession* for its execution, and the tenant could not have occupied the premises at all. The *original lease*, however, gave the landlord these rights of access and facilities, and it was not necessary therefore to rely on the amending provisions of the 1969 Act.

CARRYING OUT WORK

The basic question in this case, therefore, was whether under the term of the principal Act (as *unamended*) the landlord could not reasonably carry out the work “*without obtaining possession of the premises*”. If one were to construe the Act as a layman would, it seems obvious that the landlord could not have carried out the work without having the tenant completely out of the way over the time that would be taken (four to nine months). During that time, if a new lease was granted, the tenant would still have to pay the rent, although she was out of occupation; and it could be reasonably expected that owing to the length of her exclusion, which was a matter not of a few days, but of several months, she might start up her business elsewhere, so that if a new lease were granted, she would have to pack up her business and remove to the old premises, when she would have had to start all over again.

Two of the judges in the House of Lords held that the landlord had made out his objection to a grant of a new lease; but the remaining three disagreed and held that the tenant was entitled notwithstanding to the

continued on page 810



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grant of the tenancy, and that too, although the landlord required exclusive occupation of the premises until completion of the work (i.e. for a period of four to nine months).

This majority judgment was based on the meaning to be given to the words "*that the landlord could not reasonably carry out the work without obtaining possession*". In the majority view "possession" for this purpose meant not *physical* occupation or possession, but "legal possession" in the sense of possession by the landlord which would put an end to such rights as the tenant had hitherto enjoyed under the current tenancy, which was now to be treated as having ceased to exist;

and in the circumstances of the case, it was not reasonably necessary for the landlord to put an end to such rights of possession as were vested in the tenant. Her tenancy survived the execution of the works by the landlord, so that on their completion, she was entitled to return to the premises and to enjoy and exercise all the rights conferred on her under the terms of the new tenancy granted.

Lawyers, whether acting for landlords or tenants, will no doubt now be putting on their thinking caps in an effort to safeguard their respective interests in the light of this difficult decision. All "traders", etc., it is perhaps unnecessary to say, should take careful note of its effect.

Your Questions Answered

by JOHN L. SEAGO F.I.Arb(Hons.), F.R.V.A.

Q I have recently applied for planning approval in respect of a garage and store within the curtilage of my small factory. They are to be constructed on concrete "rafts" and will be of the metal frame type with corrugated sheeting. The council has granted permission but have imposed a condition that "*the buildings shall be removed by 31 March, 1975*". In a letter accompanying the permission I am told that I can apply for a renewal of the consent should I so desire. Is such a condition usual?

A In cases where buildings are to be constructed of "short-life" materials (wood, asbestos, metal sheeting etc.) it is the practice of planning authorities to require such buildings to be removed within a stipulated time. Usually this coincides with the period specified under the councils' building regulations.

Section 30 of the Town and Country Planning Act, 1971, empowers planning authorities to impose a time limit, but where an applicant maintains these buildings in a neat and tidy condition there is generally no difficulty whatsoever in obtaining an extension. I have personal knowledge of a "temporary" garage still existing in its original position after 20 years—and six applications for renewal!

Q I have the opportunity of taking a lease on a small shop in an area which, according to a strong rumour, will be affected by the construction of a new road. If I do so what would be my position as to compensation, and would the council have to find me another shop when they took over the properties in the area?

A It is always difficult to give general advice on these matters since there are so many pros and cons affecting the situation.

First of all you should ask your solicitor to ascertain from the town clerk's office if and when a new road is to be made. If it is within the next three years it would seem unlikely that a move would prove worth while.

In any event, it rarely happens that a businessman benefits when premises he has occupied under lease for a short time only are acquired by the local authority. Any compensation would be affected by the length of the lease and its unexpired term, the rent paid, the limited time available for building up goodwill, and other factors.

Lastly, there would be no obligation for the council to find you alternative premises. Accordingly, unless there are some extenuating circumstances it would seem better to leave well alone.

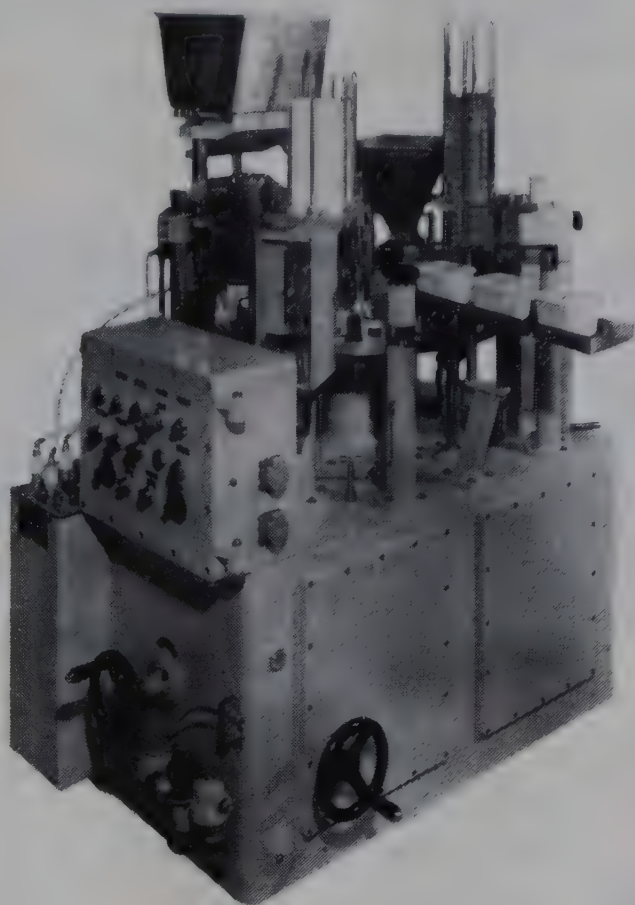
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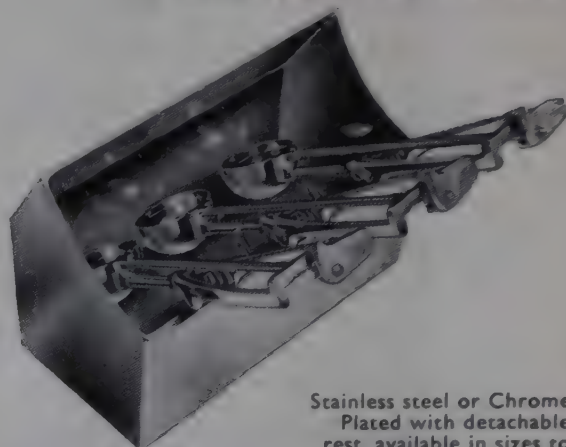
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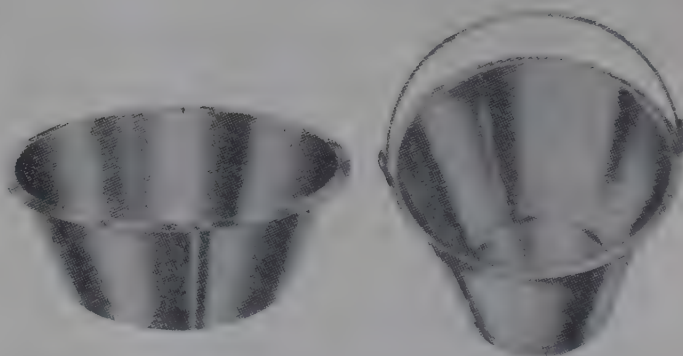


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Bowls are of one piece construction and crevice free. Sizes from 0.5 to 14 litres. Prices on application.

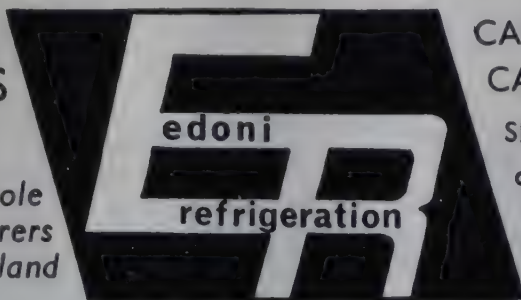
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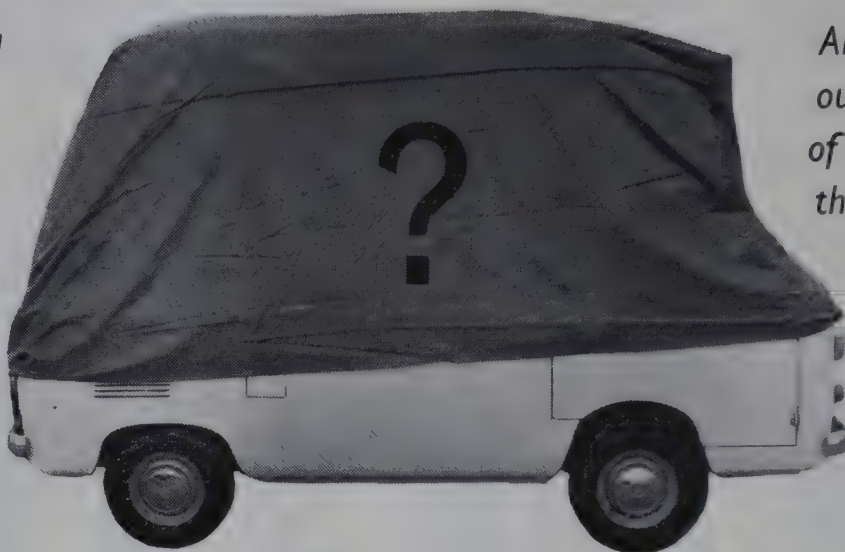
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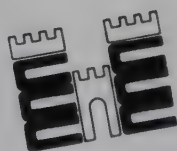
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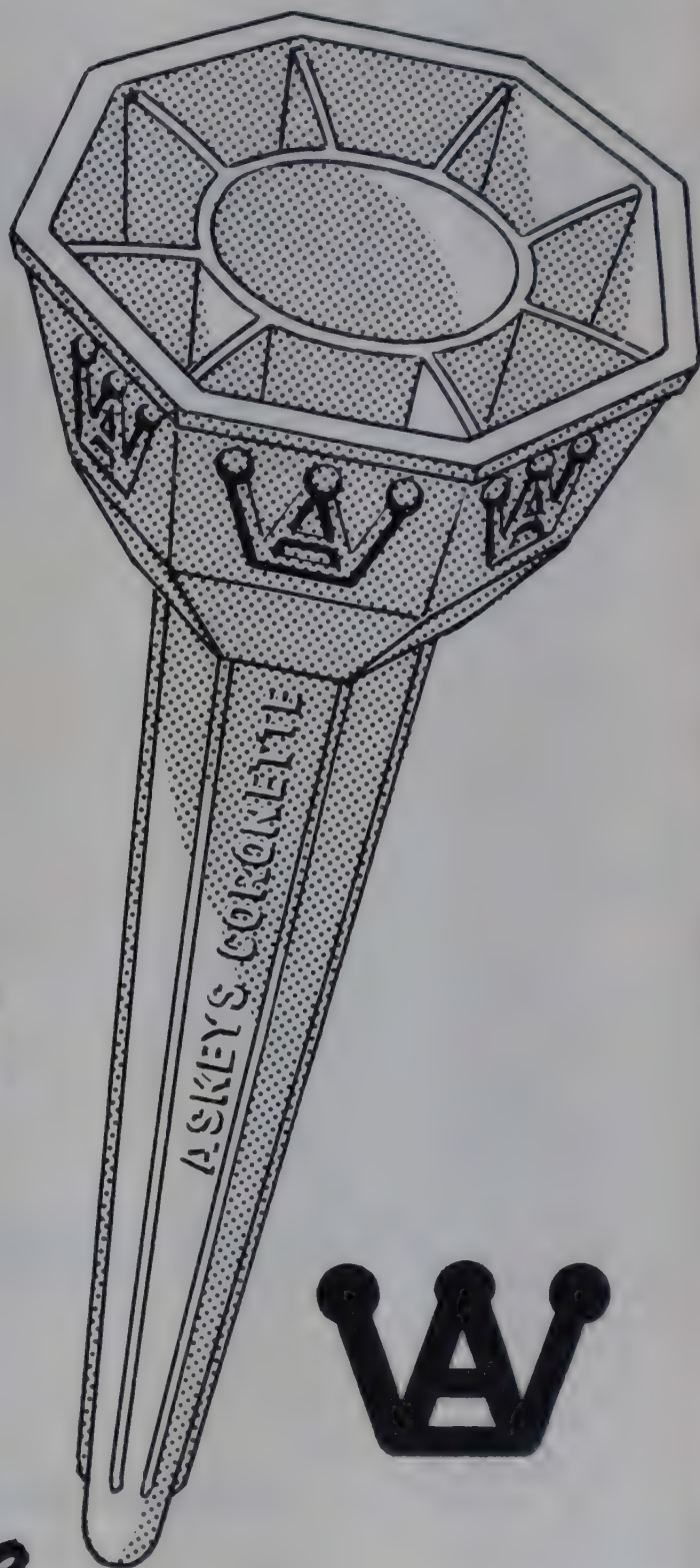
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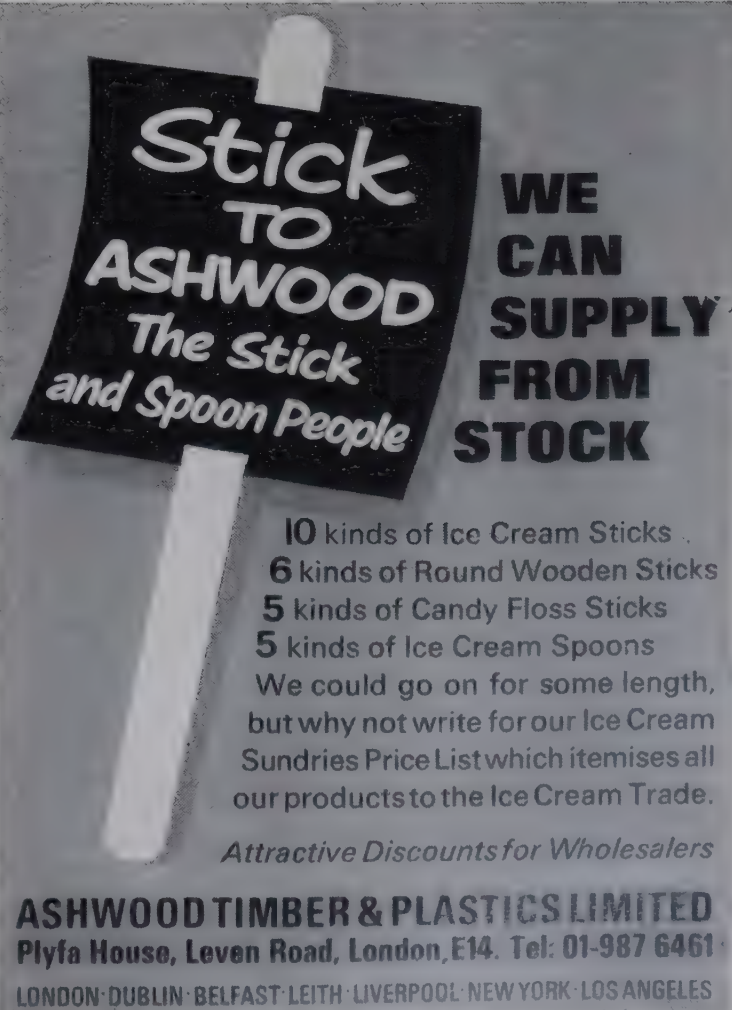
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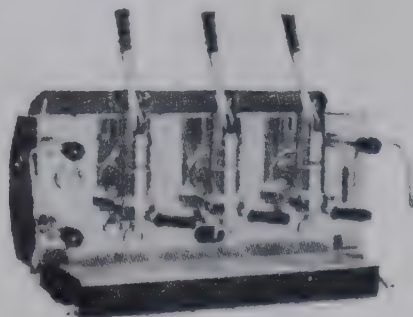
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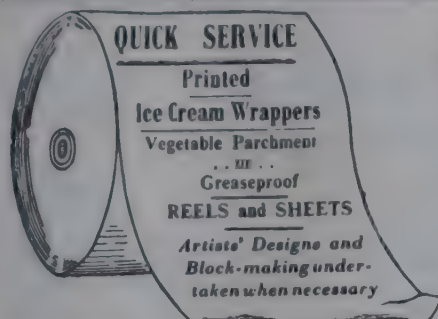


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